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THE Publishers' Weekly

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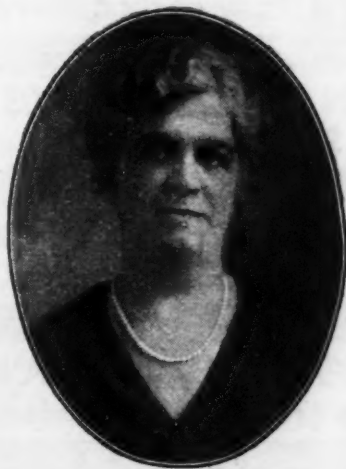
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THE LIFE AND LETTERS OF CHARLES W. ELIOT by HENRY JAMES. The life story of America's greatest educator. 2 vols., \$10.00 (Oct.)

RETROSPECT. An Unfinished Autobiography, 1848-1886, by ARTHUR JAMES, FIRST EARL OF BALFOUR. \$3.50 (Nov.)

FOUNTAIN OF LIFE. Being the Impressions and Comments of HAVELOCK ELLIS. More outstanding than "The Dance of Life" \$4.00 (Sept.)

LETTERS OF HENRY ADAMS, edited by WORTHINGTON C. FORD. As indispensable as "The Education of Henry Adams." \$5.00 (Sept.)

WASHINGTON: COMMANDER IN CHIEF by THOMAS GODDARD FROTHINGHAM. The first study of his military record. \$5.00 (Oct.)

ROOSEVELT: HIS MIND IN ACTION by LEWIS EINSTEIN. A new kind of book about Roosevelt. \$3.00 (Sept.)

PORTRAIT OF A DIPLOMATIST by HAROLD NICOLSON. "An indispensable authority for the period." London Observer \$5.00 (Aug.)

BACKGROUND WITH FIGURES by CECILIA BEAUX. The delightfully original autobiography of a great woman painter. \$5.00 (Oct.)

A CHATEAU AT THE FRONT by THE MARQUISE DE FOUCAULT. A fascinating war book by a militant French Countess. \$3.50 (Oct.)

BUILDERS OF THE BAY COLONY by SAMUEL ELIOT MORISON. "Makes early Boston live again." N. Y. Herald Tribune. \$5.00.

~ HIGH SPOTS ~

IN THE REMARKABLE FALL LIST OF

HOUGHTON MIFFLIN COMPANY

PHILIPPA by ANNE DOUGLAS SEDGWICK. A brilliant successor to "The Little French Girl." With a jacket by W. T. Benda. \$2.50 (Oct.)

THE KING'S MINION by RAFAEL SABATINI. The Beau Brummel of King James's Court and his attempt to rule a kingdom. \$2.50 (Sept.)

CASTLE GAY by JOHN BUCHAN. An adventure story like "Huntingtower," that holds the reader to the last page. \$2.50 (Aug.)

PURSUIT by ROLAND PERTWEE. Quite the best of the action romances by the author of "Gentlemen March." \$2.00 (Oct.)

TATTER'D LOVING by PHYLLIS BOTTOME. About a woman who loved not wisely but too well, by the author of "Windlestraws." \$2.00.

THE OPEN SECRET by OLIVER ONIONS. The stress of dangerous living in a socialistic age handled by a master of fiction. \$2.50 (Oct.)

WHITE JADE by MAUDE MEAGHER. The story of China's Helen of Troy. "It is alive with a rare, dream-like magic." R. L. Megroz. \$2.00.

THE MYSTERIOUS MISS MORRISOT by VALENTINE WILLIAMS. A murder mystery on the Riviera by the creator of "Clubfoot." \$2.00 (Aug.)

YEARS OF GRACE by MARGARET AYER BARNES. "Our idea of a swell novel, satisfying, fine, impressive." Chicago Tribune. \$2.50.

LAUGHING BOY by OLIVER LAFARGE. The Pulitzer Prize Winner now in its one hundred and twentieth thousand. \$2.50.

Miss Mole

by E. H. YOUNG, *author of WILLIAM*

Miss Mole is already E. H. Young's most popular character in England. The London Times says she is "a woman in ten thousand, who deserves to have several long novels devoted to her adorably picturesque self. Her story is delicious."

As housekeeper to a minister and his difficult family, Miss Mole is incorrigible and efficient. She deflates the pompous, comforts the downhearted, shocks the respectable, prods the sentimental.

And then—"an unexpected romance, making a surprisingly moving climax to a beautiful, witty book."—New Statesman.

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A letter has arrived this moment from our good friend, KARL PLACHT of The Beacon Book Shop. Anent *I am Jonathan Scrivener*. Only fellow publishers will appreciate the reception which letters like this receive in an office that awaits a verdict on a recently published book. Here it is:

"Dear Mr. Simon:

"Having finally come around to reading 'I Am Jonathan Scrivener' I want to get in touch with you at once regarding a special quantity order of 500 or 1,000." (Editor's note: This sort of thing happens once every three years.)

"We are all very enthusiastic about it foremost because it is a first class story, excellently told, recommending which we are bound to make friends, but also because we shall use it to good advantage (as several days of trial have shown) in getting 'Plus' sales.

"I believe any bookseller who overlooks the book from the 'Plus' sale angle alone, is throwing away easy money. I believe that 'Jonathan' will be in the hundred thousand class long before we start looking around for Christ-mas trees.

"Sincerely yours,

"KARL PLACHT."



A letter like this is almost too good to be true. Particularly so, because it was not solicited.



At the moment *The Inner Sanctum* is out of stock on:

I AM JONATHAN SCRIVENER
FIFTEEN RABBITS
CASANOVA'S HOMECOMING



Casanova was almost out of stock before Mr. Sumner's visit. He disposed of the balance of the first printing.



We are going ahead on second printings of the other titles—and the format will be changed somewhat.



In the first place, a stiffer board will be used in the binding.



In the second place, the cover will be illustrated—a different illustration or design on each title. KURT WIESE is doing this job.



Thirdly, we are experimenting with Cellophane wrappings, though until the experiment proves successful the Cellophane will not be standard equipment.



Perusers of *The Inner Sanctum Novels* will notice that each volume contains a yellow card to be filled out by the reader. These cards have been coming in at an enormous rate, and bearing the news that the public (our best friends and severest critics) is in favor of them. Some typical card annotations:

From Red Snow

"I think any book published by S. & S. is worth reading."—P. L. BRYAN, JR., Norfolk, Va.

"I bought a copy of 'Jonathan Scrivener' and was so impressed that I also bought 'Red Snow.'" —CHARLES HAYES, Bushkill, Pa.

"Have already read 'I Am Jonathan Scrivener.' Hope you continue to put out books of this calibre."—H. M. GRUENBERG, New York, N. Y.

"Too good to last. I'm making hay while the sun shines."—DR. HENRY A. DAVIDSON, Philadelphia, Pa.

"The series is an excellent one for students like me—interested in modern novels but never was able to afford \$2 and \$3 books."—ETHEL OSOFSKY, Bronx, N. Y.

"This is my third and am in favor of the series." —W. J. WILLIS, New York, N. Y.

From I Am Jonathan Scrivener

"I always had respect for your judgment. I wish you would advertise more."—DR. J. KASANIN, Boston, Mass.

"If this book is a specimen of this series of publications, may they prosper and grow fast. Convenient size and fit the pocket."—HAZEL G. OGILVIE, New York, N. Y.

"Also bought 'Red Snow' at suggestion of Old Corner Book Store."—ERNEST W. RAPA, East Boston, Mass.

From Fifteen Rabbits

"Small size, good print, reasonably priced." —D. L. TAYLOR, Mt. Carroll, Illinois.

"I bought the book chiefly because the author had written 'Bambi.' I think *The Inner Sanctum Novels* are an excellent idea for putting out inexpensive books."—NANCY GLAVE, New York, N. Y.

From Casanova's Homecoming

"They are fine novels, stimulating and worth while. The present binding is both well gotten up and durable AND the size is swell, i.e., easy to carry around and stick in a suitcase."



Note to everyone who has ever sold a book, written one, or contemplated so bold a gesture: Read R. L. DUFFUS's book. He makes this business of ours a pretty sad one in general. *The Inner Sanctum* happens to be a bit more optimistic than R. L. D. But it is a notable contribution and item of light shedding.

—ESSANDESS.

Here is achievement—not merely promise.

The TIDES of MALVERN

By Francis Griswold

Francis Griswold was discovered by Edwin Bjorkman, author and critic, who says of this novel:



Francis Griswold

"One of the biggest and finest things that has come out of the new South and it can hold its own with anything produced in this country today. It is the story of Charleston, of Malvern Barony outside that city and of the Sheldon family that built and maintained the old house, generation after generation. . . . Both the book and its author will create a stir."

Special to the booksellers: All booksellers who have read advance copies of *The Tides of Malvern* have placed large orders. One bookseller has already booked over 75 orders *not* among his charge customers; and has placed a total order for 250 copies. A second printing before publication is now ready and a third is expected shortly. We believe that we have in this first novel the fiction discovery of the autumn season. Sept. 4. \$2.50

ON the OLD WEST COAST

Being Further Reminiscences of a Ranger—

MAJOR HORACE BELL

Edited by Lanier Bartlett

Co-author of Adios!

Major Bell was one of the celebrated soldiers of fortune on the Pacific Coast from the '50s through the '80s. He has set down his reminiscences of those colorful days—and of the men who made them—with verve and humor. His book is a most interesting and valuable contribution to Americana. *Illus. with 32 pages in half tone, and many facsimiles and line engravings.* Sept. 4. \$5.00

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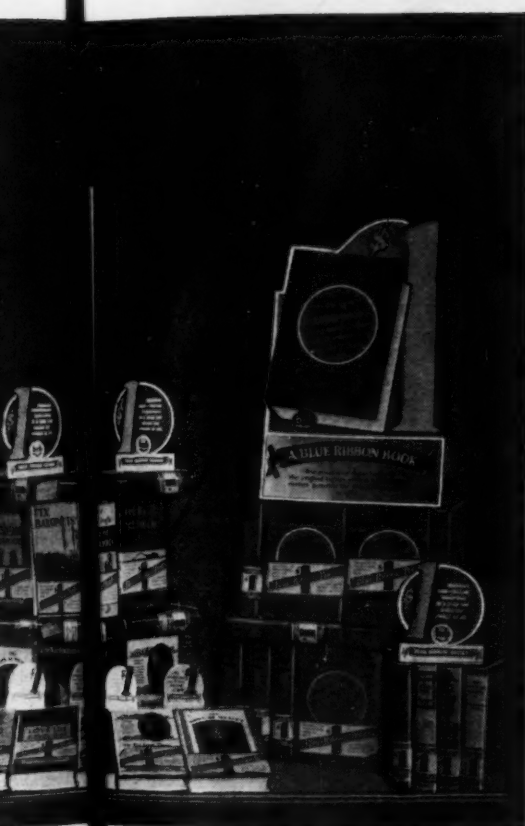
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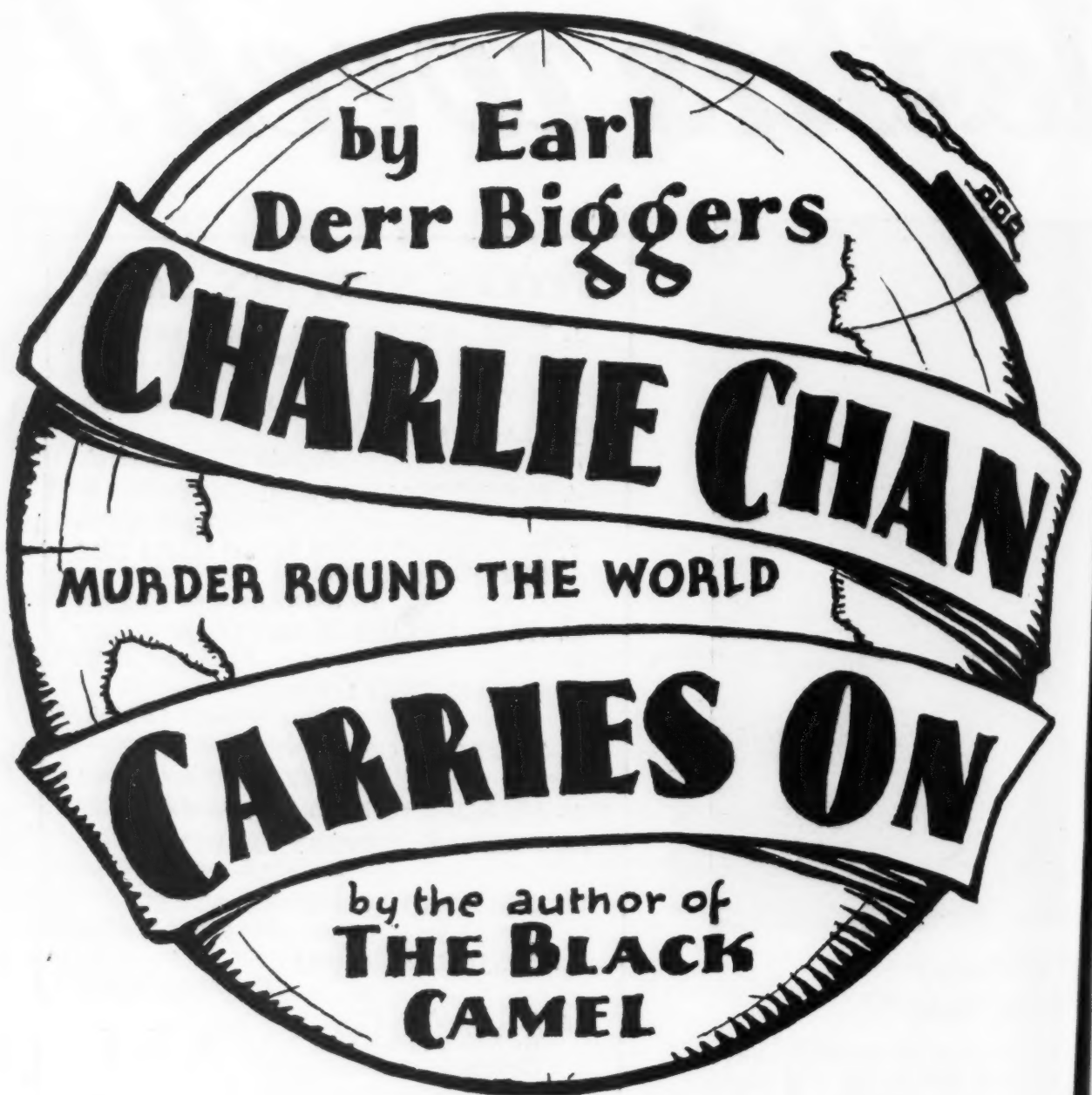
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***Publication* SEPTEMBER 5th**

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M A C M



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by

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THE WANDERER, a biography in verse and prose of a fine old sailing ship, is John Masefield's first book since he was made poet laureate of England by King George V. Ray Long, editor of *Cosmopolitan*, who certainly knows what several million American readers want, hurried to England and obtained this book for his subscribers. He says it is a great work, and it has already been advertised nationally as such.

Our sales charts show that Mr. Masefield's public has been greatly enlarged since he became poet laureate this spring. And we feel that an extraordinary sale for *The Wanderer* is assured.

The first edition will be one of the smallest and rarest ever printed. It will be distributed only to the King and members of the royal family. The first American edition, to be published simultaneously with the first English trade edition, will be limited to 250 autographed copies. Orders for this will be prorated.

Advertising and promotion on a national scale will move your stock, which we advise that you order now.

October—Limited \$10—Regular \$3.50

THE WANDERER OF LIVERPOOL

~ ~ ~ ~ THE MACMILLAN COMPANY

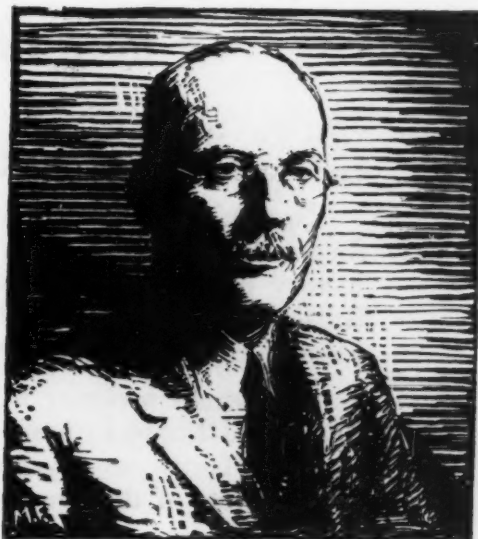
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The Glory of the NIGHTINGALES

IN this new poem by Edwin Arlington Robinson are manifest the range of his observation and psychological insight, the keen light of his intellect, his irony, the lyric splendor that marked *Tristram* and the tragic intensity of *Cavender's House*. The author himself considers it one of his outstanding pieces of work, and it is certain to appeal to his already wide group of readers.

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Edwin Arlington
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MACMILLAN

*Kaiser Wilhelm's
own story of his
reign as told to
a great historian*



KAISER AND CHANCELLOR

By **KARL FRIEDRICH NOWAK**

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Nowak's first interview with the ex-Kaiser lasted seven hours. Wilhelm forgot the time. The subject had been one of his own suggestion—the history of his reign. Nowak remained at Doorn and talked with the Kaiser for many days, after warning him that he intended to write with complete freedom. This story is based on those conversations.

A German reviewer writes of the book: "Never before has a historian Rodin and Freud in a single person—so chiselled out his historical figures in living forms, so psycho-analyzed their very souls, and revealed the most secrets of their motives in all that they did!"

October

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M L L A N



*Revealing
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D NORTHCLIFFE

R By HAMILTON FYFE

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TAKING THE CURTAIN CALL

By DORIS ARTHUR JONES

A personality altogether charming and extremely pugnacious, and a long and lively career in the English theatre, marked by an intimate acquaintance with all the leading theatrical and literary people of his time and with interesting men every walk of life—such a combination ensures an unusual biography. Doris Arthur Jones has made the life of her father into a vivid and often tempestuous story, enlivened with his unusual correspondence.

September

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Written by one of his daughters, with a collaborator, this story of Brigham Young presents the personal side of his life as no one else could know it. His character, his home life in the Lion House, his relations to his large family, his work and his accomplishments as leader of the Mormons are cast up in a new light.

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The Life Story of BRIGHAM YOUNG

By SUSA GATES YOUNG

In Collaboration with Leah D. Widtsoe



~ ~ ~ ~ THE MACMILLAN COMPANY

M L L A N

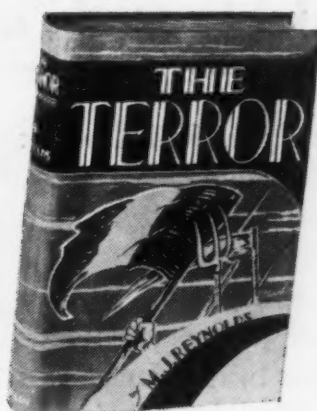
alone A Romance of the
French Revolution



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THE TERROR

By M. J. REYNOLDS



A social eruption which was the French Revolution has never
ed to attract novelists as well as readers, for those days were
d with inexhaustible drama and action. This story begins in
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ways of ships, Captain Shaw tells
tragic adventures of many a stout
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these tales are as full of human
rest as those of *You Can Escape*,
h you sold so successfully last year.



September

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OMPAN FIFTH AVENUE, NEW YORK ~ ~ ~ ~

A WAR BOOK?—*Yes* *but NOT just 'another war book'*

Right you are. We share your feelings about just another war book. With all due respect, those sensitive sufferers *have* grown a bit monotonous.

However, in NO HARD FEELINGS, we aren't publishing another war book. It is taken out of that 'another' class by the very reasons why we do publish it. We submit this book as the story of a career such as Fate or Luck has handed few men, in the war or any other time... John Lewis Barkley, crack scout and intelligence man, played tag with death all

over No Man's Land, winning the Congressional Medal of Honor, the highest decorations of the Allied governments, and the personal praises of General Pershing and Marshal Foch. On that basis alone, his story would be a find. But there's more. Barkley talks of war in soldier language, and his war sounds genuine. It isn't pretty, but it isn't hysterical and it doesn't whine; *you feel that here, for once, is what most men felt about it...* And therein lies the heart of NO HARD FEELINGS.

SELL IT FOR WHAT IT IS: a saga of fighting adventure, hard-boiled, two-fisted, robust and frank —perhaps best described as typically American.

No hard feelings

by JOHN LEWIS BARKLEY

\$2.00 Publication SEPTEMBER 5th

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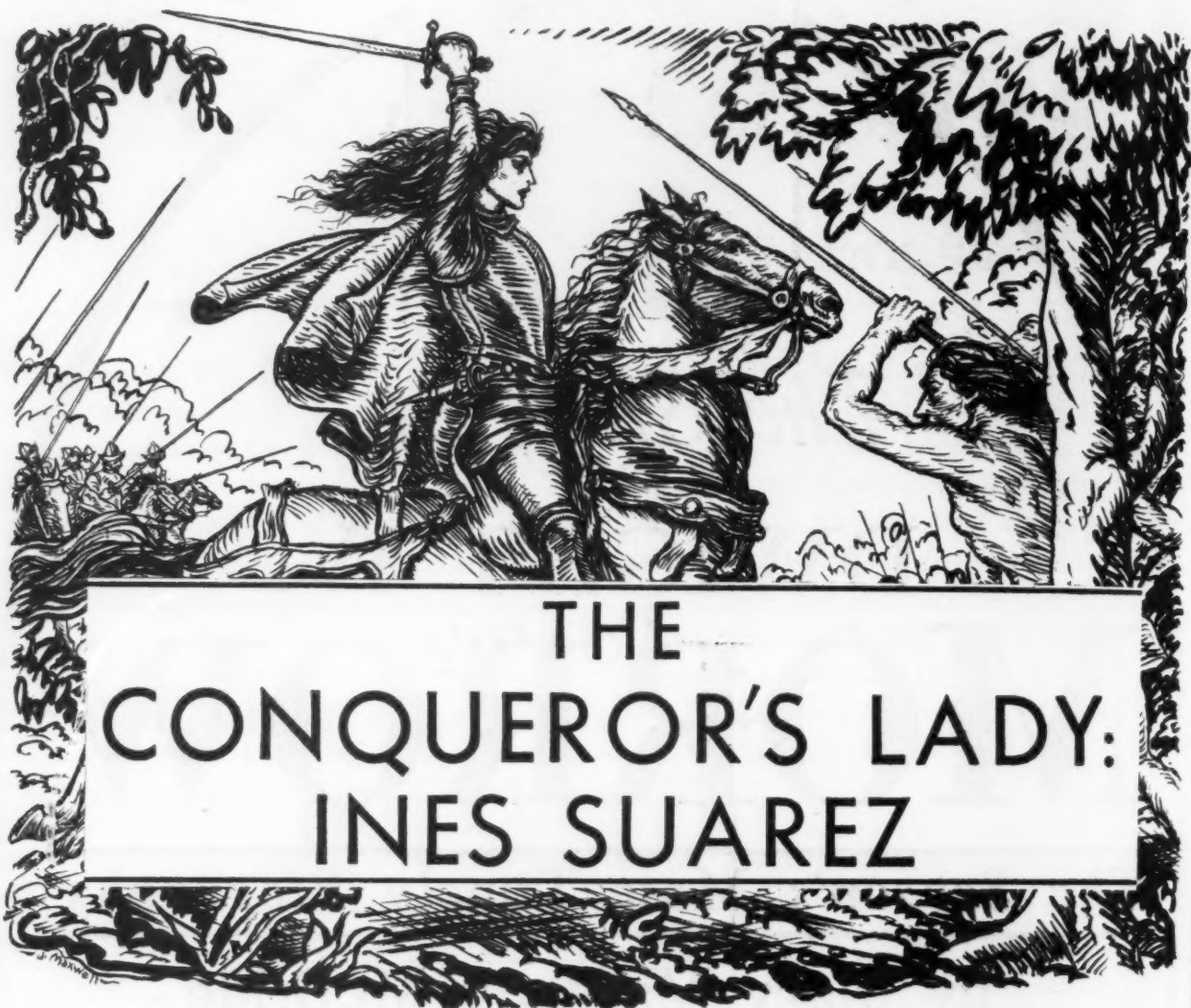
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THE CONQUEROR'S LADY: INES SUAREZ

by STELLA BURKE MAY

She had the soul of a Madonna, the spirit of the Cid, and the passion of a concubine. She was as great a heroine as Joan of Arc, and in addition, she had what Joan had not — beauty and physical appeal.

¶ With Pedro de Valdivia, Ines conquered, colonized, Christianized South America. Her story is romantic biography at its best! *With jacket and frontispiece by Jean Charlot.* Sept. 26, \$4.00

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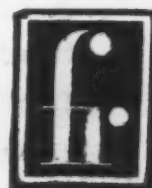
A Story of the Oregon Trail

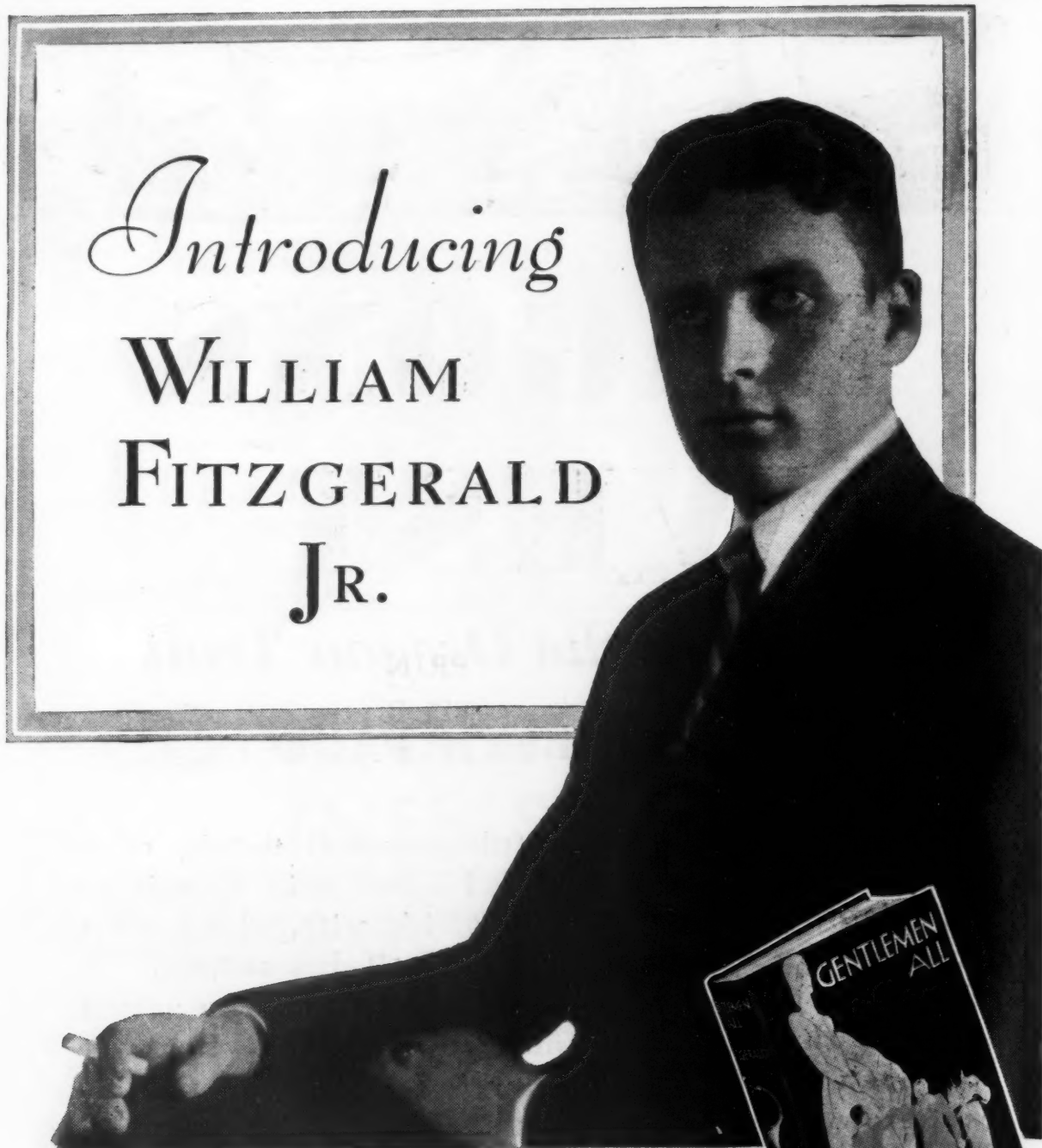
By ELIZABETH PAGE

The true narrative, in full personal detail, of a young New Englander who left his home in Illinois to struggle overland in '49, and of his wife, who fought loneliness, poverty and disease until his return. A magnificent historical document, based on the actual letters of the principals, and a fine emotional character study as well. A record of our romantic and magnificent growth, a glimpse into our almost fabulous past! *With 34 pages of photographic illustrations.* Sept. 19, \$5.00. Order posters when you order stock.

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by HUMBERT WOLFE

This long satire is one of the few genuinely important contemporary poems. In England its success has been sensational.

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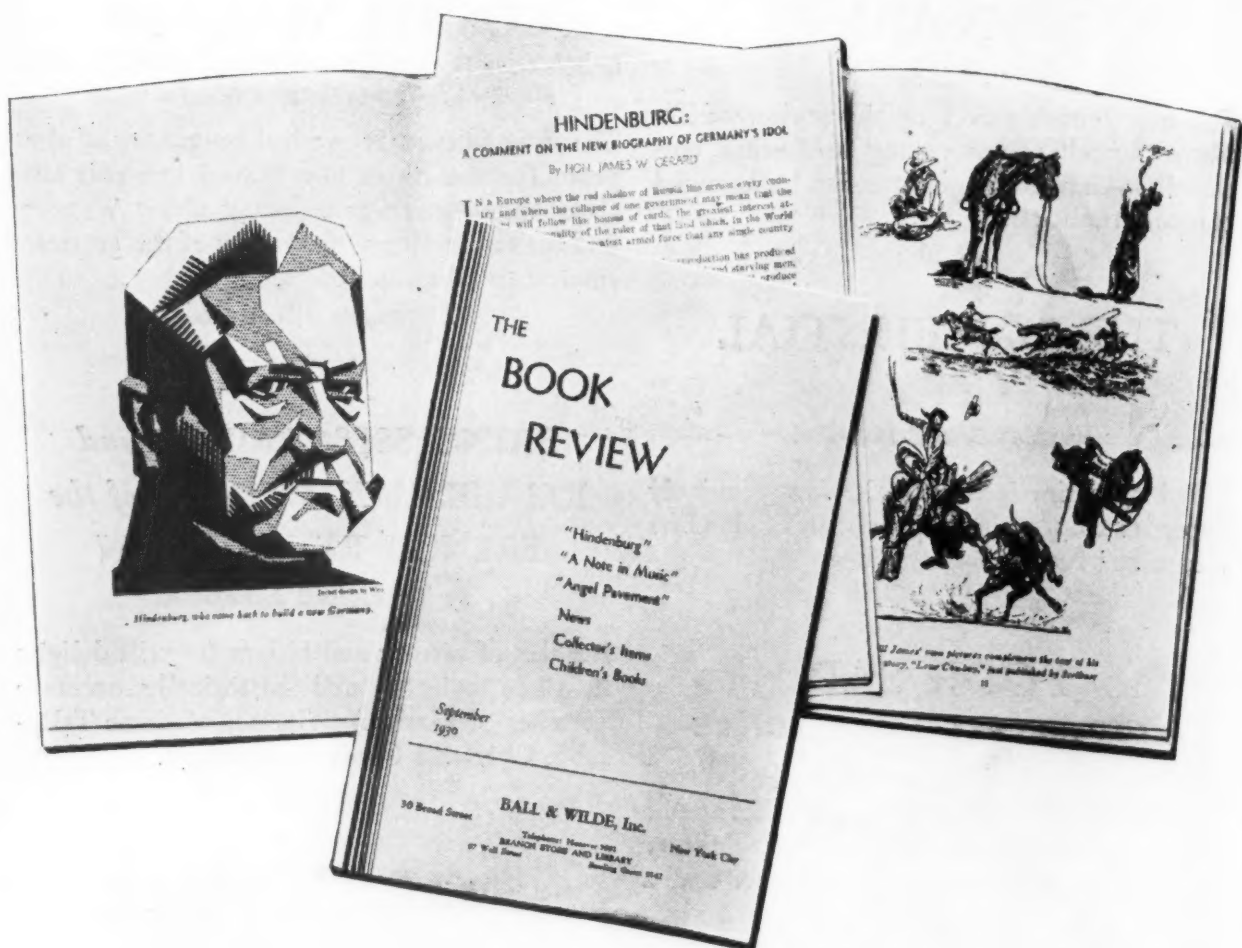
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 23, 1930

In Defense of Us Sportspeople

Glenna Collett

National Women's Golf Champion

IT has always seemed to me that sportspeople are invariably dubbed dumb by the intelligentsia. As far as I am concerned, they may be right, but my plea is for the others whom I know.

If you will look down and up the list of "the high light" sport names, you will find among them many who are not total morons; in fact, many, who when not at their own particular games, do not stand around on street corners with their mouths half open, waiting for friends to come and lead them away. And there are some even, who can count up to ten when pushed to it.

Among these names, I mention Robert Tyre Jones, Mary K. Browne, Helen Wills, Mlle. Lenglen and William Tilden, II. I mention these, because I am writing this article for a bookman's journal, and each one of these people in his time has written a book which one of you bookmen has at some time or other published.

Therefore, it seems to me that we of the sport world have allied ourselves quite

closely with you of the book. And there is no denying that, although we may not be indispensable to you, you are to us, and for a very good reason:

We must have books in order to advance in our games.



Glenna Collett

This is no idle statement. It is the truth. The great names that have gone out suddenly and been remembered no more, have gone out because there was no mentality behind them. They have gone out because these people relied alone on brute force, and not on a combination of brute force, plus intelligence. I claim that any sportsman who has advanced to the top of his profession and stayed there until age incapacitated him has stayed through constant study of his particular sport, along with the conscientious practice of it. Of

course, he may gain experience from continual observation of other experts, or he may read in newspapers and magazines how it is done, but, if he wants the best information obtainable in his special line, undoubtedly he will find it from the pen

of a person gifted enough to sustain that information throughout the number of pages it takes to constitute a book.

The help gained from reading the opinions of Bob Jones on golf, of Bill Tilden on tennis, and of Gene Tunney on pugilistic art cannot be overestimated. With Jones a lawyer, a journalist and the greatest golfer of his day—what he says cannot fail to be intelligent and of paramount importance to any golfer, either as a beginner or as a fairly skilled player. With Helen Wills and her written tennis expressions, the same is true: A college graduate, a painstaking artist and a peerless tennis player, she has a background which enables her through her pen to inspire the many devotees of the game who read her.

Mary K. Browne, though perhaps not so well known as either of the other two, is to me almost more remarkable. For not only is she an old time California newspaper woman, but she has reached the heights in tennis and the near heights in golf,—and has instructed successfully in both.

Bill Tilden needs no praise from me. For several years, his intensity as a student of his game, has made him known as an authority on tennis,—even though what he has written concerning his game cost him so much trouble with the United States Lawn Tennis Association.

As to Suzanne Lenglen, her books are published both in French and English, and if necessary I imagine she, herself, could translate them into German, Italian or Spanish. She is a noted linguist.

Now, granted that we sportspeople do need you book people, the next step for me is to state what you can do for us, and incidentally for yourselves.

I believe, if you would bring out more books—good books—on sport for us to read, and if you do not mind my saying so, if you would concentrate more on the selling of those books, to both professional and non-professional sport enthusiasts, you could benefit us and yourselves in a way you never have up to date.

In all my experience of entering bookshops, I am frank to say, I have never yet been asked if I had read such and such a sport book. Instead, a clerk has rushed forward to poke under my nose the latest

in mystery stories; or the newest in "young love" or the spiciest in love, not so young. This might be perfectly permissible most of the time, but why I always look to them hungry for mystery and love sometimes has puzzled me. I am very stocky and sunburned most of the time and certainly give the impression of someone who has more experience with outdoor, than parlor entertainment. Yet never has one of these salespeople suggested so much as a book on ice skating to me. If they had, I am sure I would have been interested and grateful to them. For a sportswoman who follows championship play most of the year does not have the time to ferret out books for herself. Yet she does have much time on trains and in club houses and hotels for reading.

The fact is, that we all love to get hold of books on our own sport or even on other sports. We like to collect them and have them stowed away towards the day when our muscles will be too stiff to compete in contests any longer, and when a rocking chair by the hearth will have to satisfy us.

I found in England, where I had a vacation for a while from golf, some of the quaintest books, both in and out of print, on golf, and I shall always be grateful to those queer little shops where I found them.

Why do booksellers urge all customers constantly to collect Modern Firsts, or Keats, or Early English Furniture books, when a good collection of golf or tennis or even cycling books would make such a quaint and delightful group?

To me the bookseller up to date has been a little nearsighted. With all the men and women the country over, engaged in active sport, why would they not adore forming libraries, the choice parts of which might be on sport?

My father in his day was a championship amateur cyclist and a fine golfer. This has, I suppose, made any book on cycling, as well as golf, interesting to me. I wonder how many booksellers have ever seen that book of F. T. Bidlakes', called "Cycling" published in London in 1896 by Routledge and Sons? It is fascinating. Or the one by H. Hewitt Griffin, "Cycles and Cycling," with a chapter for Ladies. This was published

in 1890 by F. A. Stokes & Co. And "Wrinkles for Cyclists" by George Lacy Hillier, brought out by the G. Newnes House, London, in 1898 is very amusing to us Fordists of today. J. B. Lippincott published a book in 1886 by Robert Pittis Scott, "Cycling Art, Energy and Locomotion."

On my shelf at home among the comparatively new books on sports which have engrossed me from time to time I must mention that delightful book of Chick Evans', "Chick Evans' Golf Book," Reilly and Lee, 1921. It was so well written and so human that although I was about sixteen at the time I read it, I loved it. However, I believe most girls enjoy books like that when they are growing up. Along with Chick's book, I have Bernard Darwin's, "Green Memories," Hodder and Stoughton, 1928. Anything he writes, I consider worth while and well written. Jim Barnes' "Picture Analysis of Golf Strokes," published by Lippincott in 1919, has always been most helpful to me, and that new book of Evans, with a foreword by Grantland Rice, is full of humor as well as sound philosophy. It is called "Ida Broke" and was published in 1929 by Dutton.

I cannot overestimate the help to a golfer that Cecil Leitch's book "Golf," published by Lippincott in 1922, is. Miss Leitch can write clear, simple, workable instruction. She should be suggested always to women players, anxious to learn the game. That Dodd-Mead book, 1928, "Pictorial Golf" by Harry B. Martin, is very practical and no one anxious to improve his putting should overlook Sol Metzger's "Putting Analyzed," published in 1929 by Doubleday. If anyone likes a funny book on golf, Grantland Rice and Clare Briggs collaborated in 1926 to produce "The Duffer's Handbook," a Macmillan publication. It really is screamingly well done.

"The Mental Side of Golf" by Charles W. Moore, with a foreword by G. Sarazen, held me every page, for the mental side and its power over me always has been an endless source of worry to

me. This was published in 1929 by Horace Liveright.

Gene Sarazen has given some good advice in "Common Sense Golf Tips," Reilly and Lee, 1924, and if people like an old timer's golf opinion, they should read that book by Bobby Jones, Boswell, "The Autobiography of An Average Golfer." O. B. Keeler is the Boswell and Greenberg in 1925 was the publisher.

Although I do not play championship tennis, I found Betty Nuthall's book, "Learning Lawn Tennis," published in London in 1928 by Herbert Jenkins, very good reading, and a book my father owned, "Tennis As I Play It," by Maurice McLoughlin, fine sport reading. La Coste's book published by Dunlop Sports Co., in London was well done and "Top Flite Tennis," by Mary K. Browne, American Sports Publishing Co., is absolutely sound. In 1916, Doubleday, Page and Co., did Molly Bjurstedt's book "Tennis for Women," and in looking through it the other day I was amused to see that Samuel Crowther had been her collaborator. It is surely a long way from Molly to Henry Ford.

In England, many forewords to books on golf have been written by either titled, or literary people. Thus, J. C. Squire wrote a foreword to Newton Wethered's book, "The Architectural Side of Golf," Longmans Green, and Field Marshal Earl Haig did the foreword to "My Golfing Life," by Sandy Herd, published by Chapman and Hall, London 1923.

A most interesting addition to any golf library is, "Golf Courses of Great Britain" by Bernard Darwin, published by Jonathan Cape in 1925. The description of the Courses of the United Kingdom make fine reading.

But please do not put me down as a fanatic with all my sport book loves. Or if you do, remember there are many more like me, the country over, really anxious to feed their fanaticism with more sport reading material. We may be dumb in some things,—mystery, love and adventure, but we do have our keen moments about others—namely books on sport.

English Booktrade Proposes Cooperative Advertising

Prepared by the Committee of the National Book Council of Great Britain

THE National Book Council of England has for some time had a Subcommittee studying the question of cooperative book advertising, and a report has now been published for consideration by the trade. In printing the report Maurice Marston, Secretary of the Council, states that he has visited sixty-three publishing houses to discuss the proposition as outlined and opinion seemed to be divided somewhat as follows:

26 whole-hearted supporters of the idea who believe that cooperative advertising would persuade non-readers to read.

18 half-hearted supporters who do not really believe in cooperative advertising but who are nevertheless willing to support the Council in any effort to sell more books.

19 non-supporters who refuse to believe in any such general appeal to the public on behalf of such a personal possession as a book.

No conclusion has been reached as to the practicability of the idea as outlined, but it is hoped by the Council that by publication of this program the air will be cleared for further discussion and sufficient support be found to enable the Committee to proceed with the campaign. The findings are as follows:

(I) The Aim of Cooperative Book Advertising

Cooperative advertising is a somewhat confusing phrase, as it is so often used to describe various forms of advertising which are really only collective publicity for individual titles.

By cooperative advertising the Committee mean a cooperative attempt on the part of all members of the booktrade (supported by the allied trades) to induce those members of the general public of all ages who at present do virtually no book read-

ing at all to become not only book readers but book buyers.

The National Book Council is already responsible for various other forms of cooperative publicity, but these are mainly aimed at encouraging the already existing book reading public to purchase more widely; for instance, poster displays in bookshops, *The Reader's Guides* and the Council's recently published catalog of 3s. 6d. pocket editions. All these forms of publicity are cooperative in nature, but none of them is directly aimed at the non-reading section of the public. The Committee's conception of cooperative advertising covers a far wider range, and aims at appealing to numbers of people who for various reasons do not at present read books.

If one believes that the book reading public is a severely limited one, and incapable of any large expansion, then cooperative advertising as defined above is a hopeless proposition. This opinion, however, would seem to be contradicted by the admitted growth of the reading public since, about 1918, and, if one believes that in the existing number of book readers the trade has touched only the fringe of a vast public willing to be persuaded to read, cooperative advertising becomes a possibility worthy of serious thought.

(II) Cooperative Advertising in Other Trades

Before discussing the possibility of applying cooperative advertising to the booktrade it would be as well to consider some of the experiments that have been made in other trades. The Committee accordingly give below a few facts and figures. Although the information collected may appear at first glance somewhat fragmentary, taken as a whole it is both instructive and interesting.

Australian dried fruits: A very successful venture.

Bread: £40,000 was raised for this campaign by means of a levy on turnover.

British motor cars: A levy of 15 per cent. on the advertising appropriation of each individual firm.

British tomatoes: The fund was raised by a levy on the acreage of glass-houses owned.

Fish: A levy of one penny in the £ on the turnover of the year 1928.

Food canning: The tin plate manufacturers contributed a lump sum towards the cost, the remainder being raised by a levy on the turnover of canning firms.

Opticians: Obtained its funds by an indirect levy on turnover.

(III) Cooperative Advertising and the Book Trade

In favor of cooperative advertising of books it is argued that the increasing educational facilities are creating in the rising generation a desire for knowledge and culture which can be directed to book reading; that by continual reiteration of the idea that the public should possess books a substantial inroad can be made into the ranks of the non-reading public, who may well be compelled to consider books as necessities. (Moreover, so far as young people are concerned, the proposed raising of the school age, if adopted, would help to create a public pre-disposed to respond to such an appeal. The above figures quoted from other trades seem to prove conclusively that there exists a public receptive enough to act on a suggestion which is continually put before them.

The advertising now being carried out by individual publishers represents competition for the existing market rather than an attempt to expand that market; whereas cooperative advertising would attempt to create an entirely new market, for which the uninterrupted individual and competitive advertising would still cater. Believers in cooperative advertising claim that individual producers cannot for economic reasons hope to penetrate this unexplored country and that it is only by a wholehearted cooperative movement directed with intelligence that a success can be made. In other words, that publishers

must combine to "sell" the idea of reading before they can hope to extend their market by individual effort.

The opponents of cooperative advertising view the problem in an entirely different light. They argue that an appeal on behalf of books and reading in general will never be effectual; that it is impossible to sell books by any method other than the personal, because books are individual entities, and not of a uniform nature such as milk or fish. They contend that while the varieties of milk or fish are severely limited, books offer unlimited variety, and therefore the appeal loses all its force because, although you may induce in the public mind a readiness to purchase books, the problem of selection will remain.

Supporters of cooperative advertising reply that once the individual has made up his mind to read, guidance in selection will be forthcoming from publisher's advertisements, from booksellers and librarians. One could continue the argument by asserting that there exists in the public mind a curious fear of entering a bookshop before having decided on the purchase to be made. But one of the results to be hoped for from cooperative advertising would be the gradual removal of this fear.

It must be borne in mind that in every case quoted in the "Other Trades" section the goods advertised are of a more or less uniform nature throughout. The subscriber to any milk, fish, bread or motor car advertising scheme knows perfectly well that he stands as good a chance of benefiting from the results of the campaign as do any of his competitors. Milk, fish, bread and cars are in substance the same all over the country, and vary mainly in quality and price. Hence that section of the public which responds to the general appeal knows exactly what to buy, and the subsidiary problem of the producer is largely that of persuading prospective buyers that his particular goods are better than those of his rivals.

With books the position is not quite so simple. Instead of offering the public comparatively few varieties of one article, the publisher has a very wide variety of the article in which he deals. The point may be illustrated by instancing the motor manufacturer of one make of car (compar-

able to one book in many editions, varying in size, price and quality), and the publisher with anything from 300 to 3,000 different books to sell, each with its own individual character and appeal, and none of them exactly corresponding to the wares of other publishing firms. This fact is in itself an argument in favor of cooperative advertising, for it means that the competition between firm and firm in the publishing trade need not be so great as that in, for instance, the motor trade.

The Committee have stated very briefly what they believe to be the main arguments for and against the principle of booktrade cooperative advertising. These have been well known to the trade for some time past, but the demand for an enquiry into the practicability of a cooperative scheme made it advisable to consider the problem further. A special sub-committee was set up for this purpose, and combined with it were members of the allied trades. This sub-committee set to work on the assumption that the trade would support the principle of cooperative advertising, many forms of which they have considered in detail. Motion picture publicity was thought to promise insufficient results in proportion to the amount to be expended. The use of bill-boards was next examined and was followed by the consideration of posters exhibited on transport vehicles, such as street cars, tubes and buses. The Committee are of the opinion that bill-boards combined with transport advertising would probably be the best and most economical method of obtaining publicity; those members of the Council whose opinion it has been possible to ascertain support this view. The Committee have not ignored press publicity but they are of the opinion that the advisability of this form of advertising depends more than any other on the size of the fund available.

The possible methods are entirely dependent on the total amount of money to be spent, and here we come up against a strong divergence of opinion. There are those who argue that no matter how small the amount to be spent, the idea is worthy of a trial; opposed to this is the other point of view, that unless a considerable sum be collected the proposal is hardly worth the time and trouble likely to be spent on it. The Committee are inclined

to favor this latter view, and consider that a minimum sum of £10,000 would be necessary for any campaign. On the other hand, if it were decided to concentrate the advertising on any particular place for a limited period a smaller sum would be adequate.

This choice raises another point: whether, in view of the fact that any cooperative advertising proposals for the booktrade are in the nature of an experiment, the first effort should be one of concentration over a small area for a limited period. The Committee believe that this view is held by most members who have considered the matter, and that there is general agreement that the minimum period should be three or four months. There is, however, divergence of opinion as to the place, though London is considered on the whole to be the most favorable district. By limiting the area to be covered a thoroughly intensive campaign could be organized at a moderate cost, the actual area and period of the campaign being governed by the funds available. Such an experiment might afford a guide for a more extensive campaign, although inconclusive results in an isolated area would not necessarily disprove the possible success of a campaign of wider scope. Also the choice of locality is a real problem, and one which is likely to cause difference of opinion among subscribers.

There is reason to believe that at least seven trades (inclusive of booksellers and publishers) would be advantageously affected by the success of the campaign, and that all might be willing to contribute in varying proportions to a special fund to be inaugurated for the purpose of meeting the expense involved.

The method of collection of the sum to be spent (of which about 70 per cent. would probably have to be contributed by publishers) is a problem which has been considered at some length. The Committee have devised a scheme which they believe will meet with the approval of potential subscribers once the general principles of cooperative advertising have been accepted. It is that a small percentage of each publisher's annual press advertising appropriation should be paid over to a firm of recognized chartered accountants (not employed by any firm of publishers or book-

sellers), and that this firm should not disclose the individual amounts they receive, but only the aggregate figures and the names of the subscribers. The Committee are advised that the amount spent by publishing houses in advertising individual books during 1929 in the London daily and Sunday press alone was £200,000. Taking into consideration the provincial press, the weekly reviews and the trade papers, the sum involved would probably exceed £250,000. Supposing the levy were fixed at 5 per cent., a fund of £5,000 would at once be obtained. If this proposal were generally supported it would not in any way affect the relative scale of publishers' advertising. It would simply mean that a small sum now spent separately by individual firms would be diverted to a fund to be spent collectively on cooperative advertising of books and reading.

An additional sum would, it is hoped, be provided by other interested parties, such as booksellers and members of the allied trades. Every member of the production trades is an interested party in the sale of books, and would consequently reap direct benefit from a successful scheme. Advertising, as it is understood by the allied trades, is generally not an important item, and at best can only be directed towards the diversion of turnover from one house to another. The creation of a larger book reading public, causing proportionately larger orders for paper, printing, binding and blocks, can only be effected by some such cooperative effort as that suggested here. The representative organizations have been approached tentatively. The Master Bookbinders' Association has already offered to contribute. Other Associations have the question under review and the Committee anticipate that all of them will offer some assistance.

In considering the method which might be employed the Committee were influenced by the recent technical advances that have been made in poster display. They consider that one very suitable type of poster is that combining a message with an illustration, on the principle of the posters already issued by the National Book Council to bookshops. But this and other questions would have to be settled in consultation with experts on advertising

methods. Simultaneously with this poster campaign, editorial publicity might usefully be arranged, and a certain amount of newspaper advertising would probably be advisable. Special schemes could be organized for schools and educational institutes.

Supporters of cooperative advertising contend that after a certain amount of publicity has been given to the general idea of reading and the possession of books, more definite proposals must be put forward. It would be insufficient to suggest the purchase of fish without indicating the varieties available and the methods of cooking. To produce a similar effect for books the infinite variety in the types available might be suggested through the main categories into which books can be divided. This, again, could only be finally decided after consultation with the specialists who would inevitably be entrusted with the execution of the scheme.

(IV) Conclusion

In summing up the Committee tabulate what they understand to be the special difficulties of the booktrade with regard to this problem of cooperative advertising.

First the competition previously referred to as existing in the booktrade in a peculiar form not common to other trades.

Secondly the number of different classes of books produced and the variety contained in any particular class.

Thirdly the number of specialists who for varying reasons could scarcely anticipate from a scheme of this kind the results which a general publisher would be justified in expecting. (However, the adoption of a levy on the appropriation for advertising in the general press would ensure that the specialist's contribution was proportionate.)

Fourthly the difficulty of proving results, even if the campaign were limited both in area and period. (It is rather difficult to follow this objection, which applies equally to individual advertising, and which can never, it would seem, be met.)

In presenting and making public this Memorandum the Committee are hopeful that the problem will be discussed further. Their investigations will, they think, help to clear the air and be of assistance to the trade, and, if they have as yet come to no conclusion as to the practicability of cooperative advertising in the booktrade, it is because of the immensity of the problem and the difficulty of arriving at proposals agreeable to all.

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Cooperative Advertising

A THOROUGHGOING study of the possibilities of cooperative advertising as applied to the book market has been made by the National Book Council in England, an organization supported by publishers, booksellers and others interested in the advancement of book distribution in the British Isles. The study has been so carefully made and gives such a detailed picture of the pros and cons of this idea that it is printed in full in the *Publishers' Weekly* so it may be studied by the American booktrade. The Committee has put out the report for general consideration, and, according to the interest aroused and support obtained, will plan to go ahead with the work.

The Committee believes that such cooperative advertising might be best done by bill posters, supplemented by display advertising, and, if the funds were not sufficiently large, it might be tried out in one specific section so that the result could be studied. In supporting this plan with examples from other industries which have tried group advertising, one basic difference has to be noted. The idea of such advertising is to increase a desire for a product, as the desire is increased for oranges, fish

or other commodities. In all these cases the industry itself must of necessity carry forward this propaganda, as there would be no other agency to do it. In the case of books, however, the importance of having a wide use of books through the country is so thoroughly appreciated by the nation that its educational system covers every inhabitant and is carried on through elementary, secondary and higher schools. All these schools are devoted to teaching reading and the use of books. In the case of no other industry is there a similar effort by society to create a demand for the product.

A second point is that the advertising copy has to emphasize books and not merely the pleasures of reading; otherwise it would be contributory to the growth of the newspapers, magazines, etc., to which reading propaganda would equally apply. The third point the campaign has to stress is that the delights of book ownership has to be created, for people get good books for nothing in public libraries or can get them for a very small amount, through the lending libraries and these agencies are not the ones which immediately need the support of such propaganda.

The proposed English campaign has apparently considered all the aspects of the subject, and it is to be hoped that the Committee will find the funds to go ahead with the plan so that the net result can be studied. Although the Committee would have a difficult problem in making any fund cover all the possible markets in the British Isles, its problem is much less difficult than it would be for an American committee with our far-flung tapestry of states. Also, London is so much the center of British activity and ideas that a campaign concentrated only in the metropolis would have an almost national effect.

Trade Survey Undertaken by Publishing Industry

A HIGHLY significant step was taken by the National Association of Book Publishers last week when O. H. Cheney was appointed director of an economic survey of the book industry. This appointment was made possible by a vote of funds by the Directors of the Association. The contributors form a prac-

tically complete representation of American publishing, supported by generous contributions from binders and other agencies closely related to book production. Mr. Cheney is an outstanding figure in business banking and has long been known as a student of American business problems. It will, of course, take considerable time to make a thorough study of the marketing conditions under which books are supplied to this country with its widely scattered and widely variant market, but results of the findings will be made available for the trade as rapidly as possible.

On September 1st Mr. Cheney will set up an office in Room 805 of the Pershing Square Building which will have its research men and field men, and he will work in close touch with existing agencies in publishing, bookselling and related industries. The Association is not enlisting a super-director for publishing, nor is it looking forward to the establishment of an arbiter who will solve all the problems of publishing houses. The Association, however, does emphasize by this action that there are major problems of marketing that can only be adequately studied by joint effort, and the result of these studies should facilitate the operations of each individual publishing house.

To get results of consequence, it is important that all the trade should cooperate, and it is important that the person in charge should have had broad experience in economic research, so as to have the confidence of the trade. It is important, too, that different branches of the industry to such extent as they may be called on for aid and data should give this information with a full understanding of the value that such an economic survey may be to the industry.

No survey revolutionizes an industry, especially one like the booktrade that has always been in a state of continuing evolution for centuries, but if facts and figures give to the men at the head of the industry new guides for their efforts, this survey will accomplish its purpose of strengthening the American book market.

The *Publishers' Weekly* pledges to Mr. Cheney every aid that can be had from its files, from its experience and by the use of its pages in presenting the progress or results of the work.



O. H. Cheney

Special credit should be given to Edward S. Mills, President of the Association, who, when the plan was presented, brought together in so short a time the support that was needed for the program to go ahead. In his announcement of the completion of the plan, Mr. Mills said: "Mr. Cheney and his staff, serving the whole industry, will undertake a wide program of research and development of co-operative action between the branches which it is believed will lead to substantial benefits to all. Mr. Cheney will welcome suggestions as to problems to be studied and will keep in continual touch with the industry."

That Mr. Cheney had been long studying the booktrade with special interest had been known for some time, and the *Publishers' Weekly*, it will be remembered, published in its June 7th number his article, "The Publishing Industry Discovers Economics." The concluding paragraph of this article reads, "Only by giving every responsible element in the industry—everybody who is engaged in every phase of it—an opportunity to contribute to its growth, can the publishing industry ever achieve prosperity."

July Best Sellers

"CHANCES," which, we predicted, would go higher on the Best Seller List compiled by *Books of the Month*, did, indeed, go all the way to the top in July. In fact, the three books mentioned, last month, as probable best sellers, were the only new ones on the list. "The Young and Secret" by Alice Grant Rosman reached third place; "Laments for the Living" by Dorothy Parker, took seventh place—a remarkable record for a book of short stories and a first book of fiction by an author known for her verses; "The Selbys" went up one place to make room for Kathleen Norris' new romance, "Margaret Yorke." Other new titles of the summer that came to the fore during the past month were "High Fences" by Grace S. Richmond, "Years of Grace" by Margaret Ayer Barnes, "Fire of Youth" by Margaret Pedler, "Dr. Serocold" by Helen Ashton, "The Green Ribbon" by Edgar Wallace, and "Sweet Man" by Gilmore Millen.

"The Strange Death of President Harding" is still first in sales of non-fiction. Then comes "The Story of San Michele," which shows the value of "pushing" a book of real worth which gets off to a slow start. "The Adams Family" has been steadily climbing the list, and "The Raven" went up one place. The new titles among non-fiction are "Roosevelt; The Story of a Friendship" by Owen Wister, in eighth place, and "The Sixteenth Cross Word Puzzle Book," tenth. Other good sellers of the month were "Man and His Universe" by John Langdon-Davies, "Humanity Uprooted" by Maurice Hindus, and "The Last Paradise" by Hickman Powell.

FICTION

Gibbs. "Chances." *Little, Brown*, \$2.50
 Ferber. "Cimarron." *Doubleday, Doran*, \$2.50
 Rosman. "The Young and Secret." *Min-ton, Balch*, \$2
 Van Dine. "The Scarab Murder Case." *Scribner*, \$2
 La Farge. "Laughing Boy." *Houghton Mifflin*, \$2.50

Walpole. "Rogue Herries." *Doubleday, Doran*, \$2.50
 Parker. "Laments for the Living." *Viking Press*, \$2.50
 Grey. "The Shepherd of Guadaloupe." *Harper*, \$2
 Green. "The Selbys." *Dutton*, \$2.50
 Norris. "Margaret Yorke." *Doubleday, Doran*, \$1

NON-FICTION

Means and Thacker. "The Strange Death of President Harding." *Guild Pub. Corp.*, \$3.50
 Munthe. "The Story of San Michele." *Dutton*, \$3.75
 Adams. "The Adams Family." *Little, Brown*, \$4
 Maurois. "Byron." *Appleton*, \$5
 Connelly. "The Green Pastures." *Farrar & Rinehart*, \$2
 Durant. "The Story of Philosophy." *Garden City Pub. Co.*, \$1
 James. "The Raven." *Bobbs-Merrill*, \$5
 Wister. "Roosevelt, The Story of a Friendship." *Macmillan*, \$4
 Wells. "The Outline of History." *Garden City Pub. Co.*, \$1
 Buranelli. "The Cross Word Puzzle Book; Sixteenth Series." *Simon & Schuster*, \$1.35

JUVENILES

Field. "Hitty, Her First Hundred Years." *Macmillan*, \$2.50
 Twain. "The Adventures of Tom Sawyer." *Grosset & Dunlap*, 75 c.
 Burgess. "The Burgess Seashore Book." *Little, Brown*, \$3
 Hillyer. "A Child's Geography of the World." *Century*, \$3.50
 Hagedorn. "The Book of Courage." *Winston*, \$2.50
 Kelly. "The Trumpeter of Krakow." *Macmillan*, \$2.50
 Hillyer. "A Child's History of the World." *Century*, \$3.50
 Clarke. "Desert Wings." *Reilly & Lee*, \$1.50
 Milne. "Christopher Robin Story Book." *Dutton*, \$2
 Miller. "The World's Great Adventure." *Winston*, \$2

Your September Windows

Alfred Ernest Knight

Smith & Butterfield, Evansville, Indiana

IT has been estimated by those in the know, that in a city of 100,000 people, an average of 16,000 people pass your show window on every business day. Get the population figures for your town and see how many prospective customers you have the opportunity of attracting by your well-planned window displays. Only this week I put in a window of books that has brought in customers almost every hour of the day, and that during an unprecedented hot spell which made window shopping anything but pleasant. The books were attractive looking, priced right, and the display was arranged so that nothing interfered with the merchandise and its price, and the goods sold themselves.

September is the month of getting down to business after the summer vacations. Many of your customers who have spent the past month or so at the beach or in the mountains are back at home planning the fall schedules of home entertaining, getting lined up for school, church and club activities. It is, therefore, imperative that the bookseller should be on his toes every minute, ministering to the needs which these many activities present, releasing the new items as they begin to come in from the publishers, showing some of the summer releases as well as the new fall items, as otherwise they may be on his shelves for keeps. That June publication which slumped when the vacation exodus began should be dragged out and put where it can be seen. Strange as it may seem, some of your book buyers may have had a bookless vacation. It has been done. So bring out those summer laggards and see if your good friends won't thank you for calling them to their attention. Let the June, July and August publications mingle in friendly appeal with the new September releases.

For your Number 1 window this month, to get the ball rolling with your high school and college crowd, I would suggest

an artistic window given over entirely to Memory and Graduation books. The term "Graduation Book" is somewhat of a misnomer, as really they should not be given at graduation but when boys or girls start school or college as a means of keeping a permanent record of their activities while there. The right time to sell this class of merchandise is in the fall, and you should do a nice business on it. The window trim that I am suggesting for this window is one that was inspired by a window designed by the Koh-I-Noor Pencil Co. for displaying their fine drawing pencils. It works admirably for the display of memory books. Simplicity is the keynote. Build up at the back of the window a simple stepped arrangement with a box or boxes. Over this place a piece of velour or velvet. A rich maroon shade or a dark green works admirably for this type of background, though you might prefer to use your high school colors whatever they may be. Carry this velour down to the front of the window carefully but with an air of its having draped itself there without too much of effort on your part. On the top of your highest step erect a neat large sign reading "School Graduation and Memory Books," or "Start the School Term Right, Keep a record of your school years." This card should be large and the lettering neat but not too formal in arrangement. A good color would be black on Nile green or black on orchid. Avoid black and white or too pronounced shades of red or blue in this sign unless your high school colors demand it. The idea of using local high school colors is good if the colors are not too obtrusive. The back of the window should be trimmed with crêpe paper in the high school colors.

On the velour, place a few of your best memory books, some closed, some open. Arrange others at the sides and end of the windows. On each side of the centerpiece stand two boxes on end and over these

drape some school or college pennants. These may be of cloth or paper. Hang four or five pennants across the top of the window next to the glass. This arrangement could be duplicated at the back of the window also, if desired. Show your



most colorful memory books closed. Books like *The Swank Book* and the *Sunny Side of School* lend themselves excellently to this arrangement.

For your Number 2 window I would suggest a display of books on writing and reading for home study. As the central feature of this display I would show some of the larger dictionaries like the Merriam New International Webster and the Funk & Wagnall Standard. I would show these in their various styles and bindings. One or two on dictionary stands add to the heightening effect desired in any window. Show some of the books closed and some open. Be careful to open them at places that have special interest and preferably where there are some illustrations. On the floor of this window show the medium sized dictionaries such as the Winston Simplified in several sizes and bindings, The Webster Collegiate, and the Funk & Wagnall Practical Standard. With these show some language dictionaries, shorthand dictionaries, vest pocket dictionaries and maybe for good measure a medical and Bible dictionary. Books of synonyms and antonyms belong here also, and a good rhyming dictionary and one of similes will make your display complete and comprehensive. Use a light-colored background, cream, tan or primrose, and see that this window has effective lighting at night.

I believe very firmly that at least once a month—and if at all possible without sacrificing your major displays oftener than that—you should show 75 cents copyrights.

They are bread and butter items and always pull in good business. So this month for your third window put in these popular items and make the display a showy one with all jackets face out so that they stand out.

Here is an idea for your popular copyright window that may not sell any more books than just a regular built up display but which is worth trying because it is unique. For lack of a better name I call it an All-States window. Here's how: I make a series of small pyramids of books each group being books about a certain state in the Union. Keep each pyramid far enough from its neighbor to be a unit in itself. Use whatever boxes, stands or shelves you have to work out this idea. To make the idea comprehensible to the public I usually put a large wall map of the United States at the back of the window with tape lines leading from the various states to the piles of books about the window. I also designate each pile of books with a card naming the state, and have sometimes used cards with an outline map of the state on them. You will find about every state in the Union represented by one or several books on either the Burt or Grosset and Dunlap lists. It takes time to arrange this window, also a rather good knowledge of your books. But its effectiveness is worth the effort I think. For instance you could represent Vermont and New Hampshire with novels by W. D. Pelley, Dorothy Canfield and Clarence B. Kelland; New York with George Gibbs, Arthur Train, John DosPassos, etc.; Florida with Stephen Bénet and Albert Payson Terhune; Pennsylvania with Margaret Deland and Helen Martin. California with Kathleen Norris, Gertrude Atherton and so on down the line of the states.

For your fourth window it would be timely to show the new books, both fiction and non-fiction. I find this showing of both types of books is in vogue everywhere among the best stores. Kroch in Chicago always has showing an immense miscellany, and I saw just a few weeks ago the beautiful windows of the Walden Bookshop on Michigan Avenue with a variety of books on display. An arrangement of window that fits a mixed display very well is one which for lack of a real name I call a

recessed display. I use several sizes of cubes or stands beginning with the smaller lower stands in front and working back to the larger and broader stand which occupies the center-rear. For the background I utilize some attractive sign as a central feature. This is the type of display which we found so effective last week at Smith & Butterfield's. Some of the publishers' cooperative signs put out by Gross last year were admirable backgrounds for this sort of thing.

It is unwise to overcrowd this type of display, and I would not feature anything under \$2.00, reserving other windows for stressing the price idea.

For your third week—window number 5—I would place another home study display before your public. This time instead of featuring dictionaries and kindred items I would show a well-selected group of books on Radio, Electricity, Boat Building, Carpentry, Automobiles, Mechanics, Engineering, Plumbing, Architectural Drafting, etc. The popular priced handbooks on the market covering these items should be shown together with any higher priced books of a similar character you may have in stock. On the cheaper books be sure to put price tags. Many ambitious young fellows are terribly shy about going into a bookstore and asking prices, but if they see that So-and-so's Stairbuilding is only \$1.50 they might feel encouraged to walk in and maybe buy some books.

For your Number 6 window get out those dollar books again. The *Blue Ribbon* firm have some new releases out on the 17th, which with the *Star Books*, the *G & D Novels of Distinction*, the *Borzoi Classics* and the *Riverside* line and some other smaller lines will make a fine colorful window that will bring in the dollars. If you wanted to, it might not be a bad idea to confine this window strictly to non-fiction, but that is a matter for individual decision. But use price tickets.

For the seventh window use children's books exclusively. I would give it lots of height and color. Superimpose your fixtures—boxes, cubes, stands or what have you—one upon another. Get plenty of elevation. The idea for this window is suggested by one which the J. K. Gill Co. of Portland, Oregon, used in a display of Skee-zix Books. Gill used dolls to supple-

ment the display and you can do the same, or you could use toy animals or anything that ties up with a colorful children's display. The screen on the left could be made by your local carpenter if you don't happen to be handy with tools, or maybe you



already have a screen. Mount on this screen colorful posters such as those put out by the National Association of Book Publishers or Rand McNally and other houses, and make this window the liveliest, snappiest, most colorful one that you can manage.

For the last window Number 8 this month I am suggesting a combination window, that is a window which will promote a profitable side line. I refer to globes. You can call this a geographical window, for after all that is what it is. In the background I would hang a large world map; in the foreground place a nice assortment of various sized atlases. A few travel books, especially those about the recent Antarctic expeditions would fit in nicely. Stamp albums too would not be out of place in this educational display.

Arrange your centerpiece, and over it drape a piece of velour. On this stand, mount a table-stand globe. On each side of this centerpiece stand two floor-stand globes. If you do not sell globes, borrow at least one, and make up for the others by building two nice pyramids of travel books or atlases. If the new census atlases are out by this time it will be a fine time to display them. They should sell well to commercial interests as well as to homes.

The background for this window should be very plain, if you use crêpe paper I would suggest a plain tan or maroon. Do not use blue, as it will not harmonize effectively with the globes.

In the Bookmarket

LOUIS BROMFIELD is writing a revue for Florenz Ziegfeld in which Marilyn Miller and the Astaires will appear. He arrived in New York from Hollywood on Wednesday and leaves for France the end of September. In the meantime Bromfield's "Twenty-four Hours" is scheduled for publication on September 15 by Stokes. There will be a signed limited edition of 500 copies. ❀ ❀ ❀

Ethel Barrymore will play the title rôle in Julia Peterkin's "Scarlet Sister Mary" when it opens in New York October 13. And her daughter, Ethel Barrymore Colt will make her debut in the same play as Seraphine, the daughter of Scarlet Sister Mary. ❀ ❀ ❀

A new Somerset Maugham play opens in London this fall. ❀ ❀ ❀

George Bernard Shaw has succumbed to the talkies. "How He Lied to Her Husband" is to be filmed. ❀ ❀ ❀

Enthusiastic accounts come from London of the film version of Clemence Dane and Helen Simpson's "Enter Sir John," or "Murder" as the movie is called. It is made by the young English director Alfred Hitchcock, and is said to show his already famous originality in screen technique. ❀ ❀ ❀

For the reader with many whims and a slim purse the Boni books now offer a wide variety from which to choose. There are over thirty titles in a recent list issued by the publisher, all at 50 cents each, including Sherwood Anderson's "Tar" (*Boni & Liveright*, 1926), Frances Newman's "The Hard Boiled Virgin" (*Boni & Liveright*, 1926), Paul Morand's "Open All Night" (*Seltzer*, 1927), Wells' "History of Mr. Polly" (*Duffield*, 1909), Fabre "This Earth of Ours" (*Century*, 1923), and the titles issued by the *Paper Books Club*. ❀ ❀ ❀

David McKay of Philadelphia has taken over from Brentano's the *Bilingual Series* and publishes the forty titles at 85 cents each. The texts are all chosen for the usefulness of the vocabularies as well as for their literary worth. The books

have the English on the right hand page, and French, Spanish, Italian, German, Russian, Danish, Dutch, Swedish or Portuguese on the left. ❀ ❀ ❀

One of the Boardwalk windows in the Atlantic City display of the Du Pont Products is given over to sets of books published by P. F. Collier & Son Company bound in Fabrikoid. There are over 200 volumes, including the *Harvard Classics Library*, the *Harvard Classics Shelf of Fiction*, Victor Hugo, Robert Louis Stevenson, Alexander Dumas, "Secret Memoirs," "Greatest Authors," De Maupassant, Lodge's "History of Nations," James Whitcomb Riley, Encyclopedia of eleven volumes and *Junior Classics*. The books in red, green and purple bindings are attractively displayed on tables and bookshelves, with a Fabrikoid screen of red and silver as a background. A picture of Dr. Charles W. Eliot, who compiled the Harvard Classics, occupies the center of the window. ❀ ❀ ❀

J. B. Priestley will arrive in New York late in September. His "Angel Pavement" had an advance sale of 50,000 in England, we are told. ❀ ❀ ❀

A very unusual book, to be published by *Morrow* next week, is "Twice Born in Russia," the story of a Russian princess who remained in Russia throughout the Revolution. The author is now married to a distinguished European not a Russian and those who have met her in recent years say she is a charming and gracious lady who has recovered from the more obvious records of her sufferings. Dorothy Thompson has written an introduction for the book in which she says: "This thin little book is in several ways entirely unique . . . Many Russian aristocrats have recorded their experiences of the revolution and their views concerning it; but in most of these accounts there has been rather more of views than of experiences; most aristocrats who survived to tell the tale did so in exile, and wrote from a revolutionary experience of a few weeks or months . . . Her record of experience, as a princess continuously in residence, has, as far as I



Though it is against the usual practice of department stores to plan very conspicuous signs for their aisles, Marshall Field & Co.'s book department, where merchandising is so successfully energized by Marcella Burns Hahner, has begun a drive for increased fiction sales by a huge colorful sign from pillar to pillar which cannot escape the eye of every visitor to the fourth floor

know, no rival whatsoever. ❀ ❀ ❀

The Yale University Press has just published a new edition of Vernadsky's "History of Russia," bringing the record down to January 1, 1930. ❀ ❀ ❀

In the Monthly Department of Limited Editions which appeared last week, the author's name was most unfortunately omitted in listing "A Remedy for Disappearing Game Fishes" from the *Huntington Press*. Hamlet with Hamlet left out! The author was Herbert Hoover! ❀ ❀ ❀

Random House announces Rockwell Kent's "N by E" for November publication. The limited, signed, first edition will be printed under the personal supervision of Elmer Adler at the Pynson Printers. There are more than seventy illustrations in two colors, and the edition will consist of seven hundred copies for England and America. *Putnam* will publish the trade edition.

❀ ❀ ❀ Another *Random House* book for fall will be "Sixteen Songs by George Gershwin. This will be illustrated by Ralph Barton. The edition is to be of

three hundred copies, signed by author and illustrator. There will be an unpublished song by Gershwin and a special frontispiece portrait of Gershwin by the illustrator. The trade edition will be issued later by *Simon & Schuster*. ❀ ❀ ❀

Carl Van Vechten is off on his holiday, following the completion of his new novel "Parties," published last week by *Knopf*. At present he is indefinitely reported as being in Southern France, but while in England he visited G. B. Stern whose new novel "Mosaic" is also on the *Knopf* fall list. He had added his praises to the pretty general chorus that is singing about Paul Robeson's performance in *Othello*. ❀ ❀ ❀

Cosmopolitan Magazine publishes in its September issue a Negro version of how David killed Goliath. It was originally written by Marc Connelly for "The Green Pastures" and was considered by the author the best scene of the play, but he decided at last that the David episode did not fit into the chronological sequence of the drama, and omitted it.

In and Out of the Corner Office

ON August 14th, Joseph Kaye Gill, founder and president of the J. K. Gill Company, celebrated his eighty-ninth birthday, and he is in receipt of many congratulations from business associates and friends. Mr. Gill is the dean of the American bookselling profession. He came to this country from Yorkshire, England, when thirteen years old. In 1866 he opened a book and stationery store in Salem, Oregon, and in 1871 opened a bookstore in Portland with George Steele, having taken over an established business. Portland, then a city of about 7,000 people, now has a population of 325,000. ❀ ❀ ❀

Edward S. Mills, president of Longmans Green & Co., has gone to Nova Scotia to be far from telephones and publishing schedules. Just before he left as president of the N. A. B. P. he had completed the final contracts which set in motion the plans for an economic survey of the book industry under O. H. Cheney. ❀ ❀ ❀

Joseph W. Lippincott, president of J. B. Lippincott Co., has gone to the wilds of Alberta with his wife and eldest boy for some hunting. This ought to mean another of his good animal stories and this time in the big game field. ❀ ❀ ❀

Frederick A. Stokes has gone to Nova Scotia for his annual fishing trip. He will return in October. ❀ ❀ ❀

Ellery Walter, author of "Round the World on One Leg" stopped in at the Corner Office to say good-by before taking his train for California where he is going to finish up his second book. He simply cannot travel uneventfully. The taxi that started to bring him here was wrecked and he came in another. ❀ ❀ ❀

A testimonial dinner was given to F. T. J. Nunan, one of the best-known and most beloved book salesmen, at the Hotel Westover, New York, on Thursday, August 14th, by members of the Brotherhood of Commercial Travelers and other friends of Mr. Nunan. After dinner several of the boys were called upon and delivered the best lot of impromptu talks ever heard at a bookman's assemblage. The speakers

were the Hon. David J. O'Connell, Sol Abbott, J. J. Mullen, A. T. Leon, J. R. Brundage, Frank Collins and August Gehrs. It was particularly pleasing to Mr. Nunan to have his old friend John Hovendon in the capacity of toastmaster, and he was in excellent form that evening. The boys presented Mr. Nunan with a handsome Gladstone traveling bag and a brief case, the presentation being made by the toastmaster. Mr. Nunan responded, but hardly in his usual style, as the dinner was a complete surprise to him, and he was so filled with emotion he was unable to speak in his usual witty style. ❀ ❀ ❀

Dale Warren writes to us from Boston: "Local booksellers are recommending wherever possible Harriette Ashbrook's new detective story, "The Murder of Cecily Thane." Aside from recognizing the excellent sales possibilities inherent in the book, those who have a chance to push it are only too glad to do so, out of courtesy to the author whose cleverly written publicity for Coward McCann is recognized as no small factor in keeping that publisher's books moving steadily. Sigurd Hoel's "Sinners in Summertime" is a case in point and this amusing hot-weather title is stealthily invading the summer homes of Cohasset, Manchester and Gloucester." ❀ ❀ ❀

Stanley Remington has purchased the interest of W. W. Norman in the Norman Remington Co. of Baltimore. He writes, "there will be no change in the name or policy of the firm." ❀ ❀ ❀

Katharine Lord of the Little Book House in Nantucket writes us of the death on August 13th of her dear friend, Anna Knapp Barnes, who founded the shop with her five years ago. They were classmates in Wellesley and devoted friends since girlhood. Two years ago, Mrs. Barnes married Harold L. McAuslan of Providence and sold her interest in the shop to her partner. She made a number of buying trips to New York with Miss Lord and had many friends in the publishing offices as well as among the residents and visitors in Nantucket.

Philadelphia Booktrade News

Joseph E. Molloy

of the Philadelphia Inquirer

AUGUST 15th saw the departure for British shores of A. Edward Newton, Philadelphia author and bibliophile, on a twofold mission. After several weeks spent in touring Scotland he will travel down to Lichfield, England, where, on September 20th, he will make the principal address at the annual meeting of the Johnson Society of Great Britain. Long one of the world's most fervent devotees of Samuel Johnson, he is the first American to be so honored by this august society, the president of which is Lord Charnwood. Following the meeting at Lichfield, Mr. Newton will proceed to Dorsetshire, where, on Ogden Heath, he will dedicate a huge granite monolith to the memory of Thomas Hardy. The funds for the erection of this memorial were secured from the sale of Mr. Newton's monograph, "Thomas Hardy, Novelist or Poet?," issued last fall in a limited edition for just such purpose.



How many members of the American Booksellers Association realize that their former president and the head of the J. B. Lippincott Company, Joseph Wharton Lippincott, is an author of considerable standing in his own right, and that for some years? We hope the admission casts no reflection upon our own aptness, but we have just now discovered that Joseph W. Lippincott the publisher, and Joseph W. Lippincott, the author of that familiar and well-loved series of animal stories which begins with "Bun, a Wild Rabbit," and runs along through "Gray Squirrel" and "Persimmon Jim, the Opossum," down to "Long Horn, Leader of the Deer," are one and the same. And it certainly casts no reflection on the relations existing between Philadelphia publishing houses to call attention to the fact that Mr. Lippincott's publisher is the Penn Publishing Company.



With the announcement of the awards

the Penn Publishing Company has touched off the preliminary fireworks in its annual Prize Play Contest. \$2,500 will be awarded for the best three-act play which is not a tragedy, and there are four other awards, \$1,000, \$750, \$500, and \$250, for the second, third, fourth and fifth best manuscripts respectively. The judges in the contest are Edward W. Mumford, of the University of Pennsylvania, Sidney Williams, Literary Editor of the *Philadelphia Inquirer*, and Dora A. Shoemaker, Principal of the National School of Elocution and Oratory. December 31st, 1930, has been set as the final date of entry, while the awards will be announced on March 31st, 1931.



The autumn books of the University of Pennsylvania Press include a new title by Dr. Cornelius Weygandt, whose "The Red Hills" attracted so much favorable attention last fall. The new book is called "The Wissahickon Hills," a record of the many delightful hours spent by Dr. Weygandt in this famous Philadelphia corner of beauty and unrivalled scenery. Local booksellers, remembering the heavy run on "The Red Hills" last winter, will not be caught napping.

Other titles on the autumn list of the Press include "In the Senate," a detailed description of his experiences in that body by former United States Senator George Wharton Pepper; "Le Chansonnier du Roy," by Jean B. Beck, a companion volume to "Le Chansonnier Cagé," and Volume Two of the "Corpus Cantilenarum Medii Aevi," an elaborate series of phototype facsimiles of mediaeval song manuscripts which is being hailed by scholars the world over; "The Modern Italian Novel," by Domenico Vittorini, with a comprehensive bibliography; "The Dutch and Swedes on the Delaware, 1609-1664," by Christopher Ward; and "Hypnotic Poetry," by Edward D. Snyder.

Mid-summer finds Philadelphia bookmen worrying over the compilation of a "five-foot bookshelf" of Philadelphia. Inspired perhaps by the July display by Leary, Stuart and Company, of an unusually complete collection of such books, the *Evening Bulletin* published a series of articles on books eligible for inclusion in a collection of this nature and received helpful suggestions from such eminent scholars as Ernest Spofford, Dr. John L. Haney, T. Wilson Hadley and C. Seymour Thompson, authorities all. Most prominent in the resultant lists were Scharf and Westcott's "History of Philadelphia," (*L. H. Everts*), now out of print; John F. Watson's "Annals of Philadelphia," enlarged edition, (*Leary, Stuart*); Robert Shackleton's "The Book of Philadelphia," (*Penn*); Oberholtzer's "Literary History

of Philadelphia," (*Jacobs*); Christopher Morley's "Travels in Philadelphia," (*McKay*); George Barton's "Walks and Talks in Old Philadelphia," (*Peter Reilly*); the eminent Joseph Jackson's "Market Street," published by himself; John T. Faris's "The Romance of Old Philadelphia," (*Lippincott*); Horace M. Lippincott's "Early Philadelphia," (*Lippincott*); Agnes Repplier's "Philadelphia," (*Macmillan*); Elizabeth R. Pennell's "Our Philadelphia," (*Lippincott*); and "Quaint Corners in Philadelphia," (*Wanamaker*). The lists, which included several fiction titles by S. Weir Mitchell, Henry Peterson, John T. McIntyre and George Lippard, recommended also many titles on special sections and periods, and biographies of such citizens as Benjamin Franklin, William Penn and Stephen Girard.

How's Your Credit?

Carl Claudy

THAT credit losses may be reduced by reform of credit practices is indicated in a report from the Department of Commerce, which undertook a credit survey at the request of the National Retail Credit Association. More than 1,000 credit bureaus and 25,000 merchants cooperated to give their experience in credit extension of a large number of establishments in all sections of the country. Its main purpose is to serve as a guide to the individual merchant in carrying on his business, as it will permit him to compare his own figures with those of similar establishments operating under like conditions.

The report of the survey is being issued in three sections, each presenting information on several lines of trade.

Among the interesting (to booksellers) facts developed is the average loss from bad debts on open credit sales. For more than 10,000 retail establishments employing such terms this was only six-tenths of one per cent. Electrical appliance stores, however, showed average open credit losses proportionately two and a half times as great or 1.5 per cent—the highest average loss of any of the retail lines considered. Radio, drug and automobile accessory stores

were in a similar position, all having losses more than twice as large as the average.

That there is opportunity for improvement in the credit practices of many establishments in various lines is indicated by the wide variation existing within the same class of stores. For example, the report just issued shows that out of a total of 1,675 stores of one class, there were 315 with the very low loss of less than 2 per cent and at the other extreme were 168 stores with the very high loss of 5 per cent or more.

The information on credit operations is set forth by kinds of stores and by size and geographical location under each, with the idea of making it possible for the individual merchant to compare his own experiences in credit losses, credit terms, the use of credit bureaus, collection percentages, etc., with those of others in his volume-size group and in his territory.

Copies of Part II of the survey, which was issued as Domestic Commerce Series No. 34, may be obtained for 10 cents from any branch office of the Bureau of Foreign and Domestic Commerce or from the Superintendent of Documents, Washington, D. C.

July Book Production

Monthly Statistics of New Book Titles Compiled From The Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers

CLASSIFICATION	New Publications		By Origin			Total
	New Books	New Editions	American Authors	English and Other Foreign Authors		
				American Manufacture	Imported	
Philosophy, Ethics	15	1	14	—	2	16
Religion	38	—	28	1	9	38
Sociology, Economics	33	—	30	1	2	33
Law	7	1	7	—	1	8
Education	9	—	8	—	1	9
Philology	10	4	8	5	1	14
Science	34	5	31	1	7	39
Technical Books	25	6	29	—	2	31
Medicine	24	7	25	1	5	31
Agriculture, Gardening	3	3	6	—	—	6
Domestic Economy	1	—	1	—	—	1
Business	5	1	6	—	—	6
Fine Arts	8	3	7	—	4	11
Music	6	—	3	1	2	6
Games, Sports	9	1	8	—	2	10
General Literature, Essays	23	3	20	1	5	26
Poetry, Drama	26	6	22	6	4	32
Fiction	71	29	70	26	4	100
Juvenile	48	1	41	3	5	49
History	21	5	21	2	3	26
Geography, Travel	18	1	13	—	6	19
Biography	27	3	19	2	9	30
Miscellaneous	1	—	1	—	—	1
	462	80	418	50	74	542

For July, 1929, the totals were:

New Books	529	New Editions	103	Total	632
Decrease of	67	Decrease of	23	Decrease of	90

For January to July, 1929 and 1930:

1929 New Books ...	4613	New Editions	968	Total	5581
1930 New Books ...	4401	New Editions	987	Total	5388
Decrease of ...	212	Increase of	19	Decrease of	193

The changes in the separate classifications, in comparing July, 1930, with July, 1929, are inconsiderable except in the classification of Juveniles where last July 90 titles were recorded as against 48 this year.

Communications

THE WESTERN BOOK
CONSOLIDATION

Modern Library, Inc.
20 East 57th Street, New York,

August 12, 1930.

Editor, *Publishers' Weekly*:

Harrison Leussler, whose letter appears in the August 9th issue of the *Publishers' Weekly*, certainly deserves a great deal of credit for all the work he is doing as Chairman of the Book Consolidation Group. But there is a matter in this connection we would like to bring to the attention of western booksellers.

Within the last month we have received quite a few orders from western dealers, specifying that we send their orders via The Dollar Steamship Line (Western Traffic Conference), apparently with the idea of saving money. Now this is quite all right for large case shipments. But we have found it is *much cheaper to send small shipments by book express*.

The Dollar Steamship Line Docks are located in Jersey City, N. J., and not in New York City. Local express companies charge a minimum fee of \$1.25 for delivering packages, regardless of their size, to Jersey City, and since our terms are F.O.B. New York, this charge must be paid by the bookseller. If we could send the shipments to the Dollar Steamship Company via parcel post this would materially reduce the shipping costs, but so far we have not been able to make arrangements with the company to do so.

During the past few weeks we have had to write several letters explaining these facts to our customers, and have had to hold up their orders until we received new shipping instructions. It seems to us that such a waste of time should not be necessary, and that the western book dealer should be properly informed that the cheap rates of The Dollar Steamship Line should apply only to large case shipments and that small orders are cheaper sent by book express.

Very sincerely yours,

D. SCHNEIDER.

AN APPRECIATION OF
RAY SAFFORD

587 Fifth Avenue,
New York, August 13, 1930.

Editor, *Publishers' Weekly*:

I read with interest your brief obituary note on the late Ray J. Safford, and think that it is fair to add a few words to this.

Mr. Safford and I were associated for about twenty years in Scribner's. He was my successor in 1902. His universal courtesy and inherent good nature were felt by all who came in contact with him. Beside these personal qualities, he had an accurate and discriminating knowledge of books and had the instinct of doing the right thing in a business problem. His kindness of heart and sympathetic nature made him dearly beloved by all with whom he came in contact.

Ill-health caused his resignation about three years ago. I well remember the "break" to which you refer when he volunteered in the Spanish-American War.

His loss will be sorely felt by both his friends and clientele.

Yours very truly,
ERNEST DRESSEL NORTH.

Business Notes

AMARILLO, TEX.—The name of Clyde C. Cockrell has been dropped from the firm name of Russell-Cockrell, Inc. The business is now known as Russell Stationery Co. Mr. Cockrell has not been a member of the firm since 1924.

CONCORD, N. H.—Mrs. Arthur Lamb, proprietor of the Emerson Book Shop, has left for a long vacation in Europe. The bookshop will remain closed temporarily during her absence.

HOUSTON, TEX.—The Book Exchange, Pipe & Art Shop is now the W. H. H. Miller Book Exchange and has taken up new quarters at 1009 Elgin St.

LOUISVILLE, KY.—Mrs. M. Bailey, book-buyer for The Stewart Dry Goods Co., has been awarded the right to re-assume her maiden name and should hereafter be addressed as Mrs. Marguerite Hickerson.

NEW YORK CITY.—Seiffers', National Booksellers, have taken up new quarters at 303 Fourth Ave.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

FOR the first time in a number of weeks, biography plays an important role in the Weekly Record. There are three biographies of modern Americans, contemporaries, which should prove important and profitable items in the bookshops. John K. Winkler, whose "John D.: A Portrait in Oils" was widely read and sold, is the author of a life of another imposing figure in American finance, the late John Pierpont Morgan. Morgan's dislike of Roosevelt was so well known that it makes a definite tie-up with another biography of the week, that of one of Roosevelt's political opponents, the late Chief Justice William Howard Taft. The author is *Duffy*. Also closely linked in period and political relationships with the other two books is a biography of General Goethals, builder of the Panama Canal and appointee of Roosevelt, by *Bishop*. These three books make a timely appearance at a time when Owen Wister's biography of Roosevelt is high on the lists of best sellers.

Other biographies of the week are "G. Campbell Morgan" by *Harries*; "The Prophet of San Francisco: Personal Memories of Henry George" by *Post*; and, in the field of literature, an abridged edition of *Boswell's* life of Johnson, "The Conversations of Dr. Johnson." For book buyers interested in the theatre an interesting volume on the background of the late nineteenth century English stage world is "Sir Arthur Pinero's Plays and Players" by *Fyfe*.

The appearance of the unabridged edi-

tion of *Remarque's* "All Quiet on the Western Front," published at 75c., promises sure-fire big sales. Scribner has brought out another of its popular omnibus books, this time, the "Mr. Tutt" stories of Arthur Train. More Inner Sanctum novels have also appeared. See *Moxley* and *Williamson*. The "World's Anthology of Best Stories," always a good seller, has been published for 1930. New fiction by Temple Bailey, Sheila Kaye Smith and Robert W. Chambers is always favorable to the credit side of the ledger. Popular priced literature is represented by eleven new Boni books (see *Fabre*, *Anderson*, *Gorky*, and others) and nine new Star Books, listed under *Adler*, *Franck*, *Howe*, and others. Scribner has republished several religious books at one dollar. See *Bowie*, *Brown*, *Coe* and *Gossip*.

Among the juveniles in this Weekly Record are "The Boy Scouts Year Book" edited by *Mathews*; Washington Irving's "The Bold Dragoon" and other mystery stories, edited by Anne Carroll Moore and illustrated by James Daugherty; and "Rama" by Dhan Gopal Mukerji. "The Little Theatre in the School" is a valuable handbook for school theatrical enterprises, written by *Collins*.

Other non-fiction to be noted includes "Haunting Edinburgh" by *Grierson*; "This Land of Liberty," an account of intolerance, prohibition and censorship in America, by *Bates*; "20,000 Miles in a Flying-Boat," Sir Alan Cobham's story of his round-Africa voyage in a seaplane; and "Our Criminal Courts" by *Moley*.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of August 23rd, 1930

Adler, Alfred

Understanding human nature; tr. by Walter Beran Wolfe. 299p. O (Star b'ks) [c.'27] Garden City, N. Y., Garden City Pub. Co. \$1

Albert, Arthur Lemuel

The fundamental theory of electrical engineering. 332p. (bibls.) diagrs. O (Engineering ser.) [c.'30] Bost., Ginn \$3.20

Allen, C. K.

Law in the making; 2nd ed. rev. and enl. 434p. O '30 N. Y., Oxford \$7

Anderson, Sherwood

Tar; a midwest childhood. 364p. D (Bonib'ks, 2) '30, c.'26 N. Y., Boni pap. 50 c.

Arlitt, Ada Hart

The child from one to six. 188p. il. D N. Y., McGraw-Hill \$2

Arnold, Frank S., D. D.

Through nature to nature's God. 191p. D [c.'30] N. Y., Revell \$1.50
A study of nature and its relation to religious beliefs and experience.

Augier, Emile

Le gendre de M. Poirier; ed. by Leon P. Irvin and H. Lucius Cook. 159p. (bibl.) D '30 N. Y., Prentice-Hall \$1

Bailey, Temple

Wild wind. 316p. D [c.'30] Phil., Penn \$2
Salem, Mass., is the setting for this story of a woman's sacrifice of her own romance in order to care for her sister's children.

Baker, Willard F.

Bob Dexter and the aeroplane mystery. 224p. front. D (Bob Dexter ser.) '30 N. Y., Cupples & Leon 50 c.

Banks, Polan

The gentleman from America. 450p. O [c.'30] N. Y., Cape & Smith \$2.50
This novel based upon the romance of Benjamin Franklin's grandson with a beautiful Frenchwoman, introduces many famous characters, including Franklin, himself, John-Paul Jones, Mirabeau, and others.

Baring, Maurice

Robert Peckham. 270p. D c. N. Y., Knopf \$2.50
A novel laid in Elizabeth's time, about a gentleman and scholar, his conflicts in love and religion, and his death in exile.

Barton, May Hollis

The girl in the top flat. 224p. D '30 N. Y., Cupples & Leon 50 c.

Bates, Ernest Sutherland

This land of liberty. 393p. (17p. bibl.) O c. N. Y., Harper \$3
An examination of freedom in the United States showing "examples of interference with free speech, intolerance to foreigners, police lawlessness, shackled education, and an ever-increasing flood of prohibitions, intimidations and censorship."

Bath, V. C.

The Lord's Prayer in daily life. 111p. S '30 Phil., Altemus \$1

Berry, Charles Walter

Viniana; introd. by H. Warner Allen. 155p. il. D '30 N. Y., Knopf bds. \$3
At a claret dinner, a Burgundy dinner, and a champagne dinner, given by the author, a London wine merchant, to his friends, stories and anecdotes concerning the different kinds of wine are told.

Bible

The Gospel according to St. Luke, in the revised version; introd. and commentary by H. Balmforth. 320p. il. D (Clarendon Bible) '30 N. Y., Oxford \$1.50

Bishop, Joseph Bucklin, and Bishop, Farnham

Goethals, genius of the Panama Canal; a biography. 507p. (bibl. footnotes) il. O c. N. Y., Harper \$5
Much new material on modern history and great American personalities is brought to light in this book by a man who was Goethal's closest friend and who had access to all his letters.

Blain, Mary E.

Games for all occasions; new ed. 265p. D '30 Newark, N. J., Barse & Co. \$1

Boswell, James

The conversations of Dr. Johnson; selected from the "Life" by James Boswell; ed. by R. W. Postgate. 338p. O [c.'30] N. Y., Vanguard Press \$2.50
An abridged edition of Boswell's life of Johnson which presents its most readable material—Johnson's conversations.

The journal of James Boswell, 1765-1768 [lim. ed] 273p. (Private papers of James Boswell, v. 7) c. [N. Y., Rudge]

bds. bxd., \$900 set
"Corsica, Italy, France, England, Scotland. Correspondence and interview with William Pitt and papers showing the development of the account of Corsica." Upon the death of Geoffrey Scott, editor of the first six volumes of these Boswell Papers from the Isham Collection, their editorship was taken over by Professor Frederick Pottle of Yale. Beginning with this volume, the "Journal" will be published in full, in strict chronological sequence with additional selections from other manuscripts, arranged in accordance with their dates.

The journal of James Boswell, 1769 [lim. ed.] 272p. Q (Private papers of James Boswell, v. 8) c. [N. Y. Rudge]

bds., bxd., \$900 set
"Love-letters of James Boswell and Margaret Montgomerie, with other documents relative to their courtship and marriage."

The journal of James Boswell, 1772-1774 [lim. ed] 281p. Q (Private papers of James Boswell, v. 9) c. [N. Y. Rudge]

bds., bxd., \$900, set
"His jaunt to London, spring, 1772, with a letter from Oliver Goldsmith concerning 'She Stoops to Conquer,' 1773, and the story of his efforts in behalf of his client, John Reid, hanged for sheep-stealing, 21, September, 1774."

Baring, Venetia

Deafness and happiness. 42p. (bibl.) S [c.'30] [Milwaukee, Morehouse Pub. Co.] pap. 60 c.

Bell, Rev. Maurice F.

Church music; new ed. rev. 187p. (bibl. footnotes) S [c.'30] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Bowie, Walter Russell

The Master; a life of Jesus Christ [new ed.] 343p. (bibl. footnotes) D '30, c. '28 N. Y., Scribner \$1

Brand, Max

Destry rides again. 296p. D c. N. Y., Dodd, Mead \$2

Sent to prison for a crime he did not commit, Destry returns after ten years to confront the little western town where he had been convicted.

Brisley, Joyce Lankester

Lambs'-tails and suchlike; il. by the author. 94p. il. (col. front.) O [c. '30] Phil., McKay bds. \$1.50

Verses and pictures for and about children.

Brooks, Walter Rollin

More to and again; il. by Kurt Wiese. 306p. il. (col. front.) D c. N. Y., Knopf \$2

Freddy the pig conducts a barnyard tour to the North Pole, where the group reaches Santa Claus' house on Christmas Eve. For children.

Brown, William Adams, D. D.

Beliefs that matter; a theology for laymen. [new ed.] 346p. (14p. bibl.) D '30, c. '28 N. Y., Scribner \$1

Brundidge, Harry T.

Twinkle, twinkle, movie star! introd. by Jessie L. Lasky. 296p. il. (pors.) O [c. '30] N. Y., Dutton \$3

Biographical and personality sketches of thirty-one famous movie stars based on the author's interviews with them.

Cabot, Philip, and Malott, Deane W.

Problems in public utility management; 2nd ed. 632p. il. O '30 N. Y., McGraw-Hill \$6

Cameron, Constance, and Criswell, Maud

"Mother, what shall I do now?" [child entertainment]. 122p. D '30 Phil., Dorrance \$1.50

Carlyle, Thomas

Essay on Burns; ed. by Charles Lane Hanson. 121p. (3p. bibl.) il. (pors.) D (Standard Eng. classics) [c. '97-'30] [Bost.] Ginn 48 c.

Carroll, Loren

Wild onion. 312p. D c. N. Y., Dodd, Mead \$2

The inside story of the career of a Chicago bootlegger-gangster.

Chambers, Robert William

The rake and the hussy. 440p. D '30, c. '29, '30 N. Y., Appleton \$2.50

An historical romance of the War of 1812 when Joshua Brooke and Naia are plunged into the thick of military operations.

Chapman, Olive Murray

Across Iceland; the land of frost and fire. 207p. il. (pt. col.) map O ['30] N. Y., Dodd, Mead \$5

The author's account of her trip across Iceland mostly on ponies and a picture of the modern conditions there.

Berkeley, Comyns, and others, eds.

Diseases of women; by ten teachers; 4th ed. 570p. il. (pt. col.) O '30 N. Y., Wm. Wood \$6

Burrell, O. K.

An industrial audit of Oregon. 67p. (bibl. footnotes) diags. O (Studies in business, no. 6) '30 Eugene, Ore., Univ. of Ore. pap. apply

Chi-Cho, Liang

History of Chinese political thought, during the early Tsin period. [tr. by L. T. Chen]. 218p (bibl. footnotes) il. (pors.) O (Internat'l lib. of psych., phil. and scientific method) '30 N. Y., Harcourt \$3.75

Chidsey, Alan Lake

Rustam, Lion of Persia; il. by Lois Lenski. 287p. il., map D c. N. Y., Minton, Balch \$2.50

The story of the great legendary hero, told for boys.

Cobham, Sir Alan John

Twenty thousand miles in a flying-boat; my flight around Africa. 249p. il., map O [c. '30] Phil., McKay \$2.50

The author tells of the encircling of the African Continent for the first time by air, in the seaplane "Singapore."

Coe, George Albert

The motives of men [new ed.] 275p. D '30, c. '28 N. Y., Scribner \$1

Cohen, Octavus Roy

The backstage mystery. 314p. D c. N. Y., Appleton \$2

Jim Harvey, fat and warm-hearted, solves the murder of a matinee idol.

Collins, Frederick Lewis

Vacation travel charts and travel chats. 283p. il. D [c. '29, '30] Ind., Bobbs-Merrill \$2.50

Descriptive of short vacation trips, one in Europe and one in America, for each month in the year, with information on hotels, expenses, and sight-seeing in a chart of each trip.

Collins, Lillian Foster

The little theatre in school. 282p. il., diags D c. N. Y., Dodd, Mead \$2.50

A theatre as part of the school curriculum described in this book, which also includes chapters on production and writing plays and the text of four suitable plays.

Connell, Richard Edward

Ironies. 280p. D '30, c. '24-'30 N. Y., Minton, Balch \$2

Short stories, one of which, only 900 words long, won the prize in Life's story contest.

Coulton, George Gordon

Romanism and truth. 192p. (bibl. footnotes) D ['30] Milwaukee, Morehouse Pub. Co. \$1.40

An Anglican view of the principles of the Roman Catholic Church.

Crawford, Nelson Antrim, and Menninger, Karl Augustus, M. D., eds.

The healthy-minded child. 206p. (2p. bibl.) D c. N. Y., Coward-McCann \$1.75

Articles on the mental hygiene of childhood for the average parents of average children.

Crowther, J. A.

A manual of physics; 3rd ed. 584p. il. D (Oxford medical pub'ns.) '30 N. Y., Oxford \$4.75

Chapter of child health (A); report of the Commonwealth Fund child health demonstration in Clarke County and Athens, Georgia, 1924-1928. 174p. il. diags. O c. N. Y., Commonwealth Fund, Div. of Pub'ns \$1

Clark, Mary Augusta

Recording and reporting for child guidance clinics. 162p. (3p. bibl.) il. diags. O '30 N. Y., Commonwealth Fund \$2

Currie, J. R., M. D.

Textbook of hygiene. 864p. il. O '30 N. Y., Wm. Wood \$8.50

Darby, Ada Claire

Hickory-goody. 277p. il. (col. front.) D c. N. Y., Stokes \$1.75

The story of Martha who lives in a frontier fort on the Missouri River. For younger readers.

Davis, Milton L.

The other side of divorce. 141p. D [c.'30] Bost., Badger \$3

A defense of divorce.

Davis, Robert A.

Mentality of orphans. 182p. (3p. bibl.) diags. O [c.'30] Bost., Badger \$5

A statistical study of the mentality of orphanage children by an assistant professor of education in the University of Colorado.

Dhalla, Maneckji Nusservanji

Our perfecting world; Zarathushtra's way of life. 384p. O '30 N. Y., Oxford \$5

Dickinson, Kate Letitia, ed.

Modern lyrics. 378p. il. S (Acad. classics for junior high schools) [c.'30] Bost., Allyn & Bacon 80 c.

Donovan, Josephine

Black soil. 320p. D [c.'30] Bost., Stratford \$2.50

A story of life in a pioneer settlement on the prairie of northwestern Iowa.

Du Bose, Horace Mellard, D. D.

The Bible and the ages. 255p. D [c.'30] N. Y., Revell \$2.50

A Methodist Bishop supports the verities of the Bible from history and facts.

Dubs, Homer Hasenpflug

Hsuentze, the molder of ancient Confucianism. 308p. D '30 Milwaukee, Caspar, Krueger, Dory Co. \$12

Duffy, Herbert S.

William Howard Taft. 355p. (4p. bibl.) il. O c. N. Y., Minton, Balch \$5

A biography of the late Chief Justice of the Supreme Court and ex-President of the United States.

Du Puy, William Atherton

Our plant friends and foes. 219p. il. (pt. col.) D (This living world) [c.'30] Phil., Winston 80 c.

A non-technical account of trees, flowers, and plants of various kinds that are useful in industry or affect society in some way.

Emerson, Alice B.

Ruth Fielding in talking pictures. 224p. D

(Ruth Fielding ser.) '30 N. Y., Cupples & Leon 50 c.

Fabre, Jean Henri Casimir

This earth of ours; talks about mountains and rivers, volcanoes, earthquakes and geysers and other things; tr. by Percy F. Bicknell. 349p. diags. D (Bonib'ks., 30) '30, c. '23 N. Y., Boni pap. 50 c.

The wonder book of chemistry; tr. by Florence Constable Bicknell. 385p. il. D (Bonib'ks., 31) '30 c. '22 N. Y., Boni

pap. 50c.

Farnham, Mateel Howe [Mrs. Dwight Thompson Farnham]

Wild beauty; a novel. 316p. D c. N. Y., Dodd, Mead \$2

David brings his young wife to his mother's home to live and conflict results upon the meeting of youth and intolerance.

Findlay, Alexander

The spirit of chemistry; an introduction to chemistry for students of the liberal arts. 496p. (6p. bibl.) il., diags. O '30 N. Y., Longmans \$3.75

Foster, Finley M. K., and White, Helen C., eds.

Victorian prose. 896p. O '30 N. Y., Prentice-Hall \$3.50

Franck, Harry Alverson

A vagabond journey around the world; a narrative of personal experience. 517p. il. O (Star b'ks) [c.'10] Garden City, N. Y., Garden City Pub. Co. \$1

Fraser, Cecil E.

Problems in finance; 2nd ed. 801p. O '30 N. Y., McGraw-Hill \$5

Freeman, Richard Austin

Mr. Pottermack's oversight; a detective story. 338p. D c. N. Y., Dodd, Mead \$2

Dr. Thorndyke discovers the one clue, which an escaped murderer has overlooked.

Fyfe, Henry Hamilton

Sir Arthur Pinero's plays and players. 319p. il. (pors.) O '30 N. Y., Macmillan \$5

This account of a famous English playwright's career in the theater includes the plots of his chief plays and background of the English theater of his day, with its famous personages.

Garis, H. R.

Buddy and his chums. 224p. front. (col.) D (Buddy ser.) '30 N. Y., Cupples & Leon 50c.

Buddy at Rainbow Lake. 224p. front. D (Buddy ser.) '30 N. Y., Cupples & Leon 50c.

Electrical Ass'n of N. Y.

Electrical modernization of industries handbook. 200p. il. Q '30 N. Y., Author, 100 E. 45th St. lea. \$5

Elmer, Manuel Conrad

A series of eight radio talks on the family. 73p. (bibl.) O (Radio pub'n no. 56) '30 [Pittsburgh], Univ. of Pittsburgh apply

Fowler, William A.

Portland's share in export traffic from north central United States to trans-Pacific markets. 45p. il. O (Studies in business, no. 7) '30 Eugene, Ore., Univ. of Ore. pap. apply

Garesché, Rev. Edward Francis

The priest [ascetical notes]. 318p. D [c.'30] Milwaukee, Bruce Pub. Co. \$2

Gates, Arthur Irving, and Huber, Miriam B.

Dictionary for use with Peter and Peggy [primer]. 78p. il. D (Work-play b'ks) '30 N. Y., Macmillan pap. 40 c.

Work book to accompany Peter and Peggy [primer]. 96p. il. O (Work-play b'ks) '30 N. Y., Macmillan pap. 36 c.

Work book to accompany Round the year [first reader]. 75p. il. O (Work-play bk's) '30 N. Y., Macmillan pap. 36 c.

Gawthorpe, Grace B.

Canary Village. 118p. il. (col.) D '30, c. '28-'30 N. Y., Stokes \$1

A story of the birds who live in the little streets of cages in Canary Village, the name of Hans Froh's bird shop.

Gerber, Florence E.

Shining trails [fiction]. 281p. D '30 Phil., Dorrance \$2

Goody Two Shoes

The history of little Goody Two Shoes; attributed to Oliver Goldsmith; ed. by Elizabeth Lodor Merchant. 110p. il. (pt. col.) D (Child's garden of charming b'ks.) [c.'30] Phil., Winston 60 c.

Goomilevsky, Leo

Dog Lane; tr. by N. R. Wreden. 296p. D [c.'30] N. Y., Vanguard bds. \$2

A story of young university students of Soviet Russia, who scorn the idea of love as bourgeois.

Gordon, Samuel Dickey

Quiet talks on the Bible story. 224p. D (S. D. Gordon's quiet talks) [c.'30] N. Y., Revell \$1.25

A study of the Bible, its growth, the story it tells, and its value to the welfare of mankind.

Gorky, Maxim, pseud. [Alexei Maximovich Pyeshkoff]

My university days. 327p. D (Bonib'ks., 29) '30, c. '23 N. Y., Boni pap. 50 c.

Gossip, Arthur John

The hero in thy soul; being an attempt to face life gallantly. [new ed.] 277p. D '30 N. Y., Scribner \$1

Greene, Ward

Ride the nightmare. 327p. D [c.'30] N. Y., Cape & Smith \$2

The story of a man so determined in his individualism that he was ready to commit suicide to prove it. The scenes range from a southern city to the studios of Greenwich Village and the penthouses of Park Avenue.

Gregory, Jackson

The trail to Paradise. 282p. D [c.'30] N. Y., Dodd, Mead. \$2

Adventure, romance, and mystery in the mountains of California.

Grierson, Flora

Haunting Edinburgh; il. by Katharine Cameron. 188p. il. (pt. col.) O ['30] N. Y., Dodd, Mead \$5

An introduction to historical and modern Edinburgh with full-page illustrations, many of them in color.

Hackett, Francis

The story of the Irish nation. 412p. (3p. bibl.) il., maps, diagr. D (Bonib'ks., 33) '30, c. '22 N. Y., Boni pap. 50 c.

Hagboldt, Peter Herman, and Kaufmann, Friedrich Wilhelm

Deutsch für Anfänger; an inductive presentation of minimum essentials. 263p. il. D (Chic. Ger. ser.) [c.'30] Chic., Univ. of Chic. Press \$1.40

George, Henry

Causes of business depression. 14p. T '30 N. Y., Robert Schalkenbach Found. pap. \$1 per 100

Gescheidt, Adelaide

Make singing a joy; foreword by Sigmund Spaeth. 69p. front. (por.) D [c.'30] N. Y., R. L. Huntzinger, Inc., 113 W. 57th St. apply

Lesebuch für Anfänger. 142p. il. D (Chic. Ger. ser.) [c.'30] Chic., Univ. of Chic. Press \$1.20

Haller, J.

The epochs of German history. [tr. by E. W. Dickes]. 260p. O '30 N. Y., Harcourt \$3.50

The errors of the past—lost opportunities partially redeemed by the genius of Bismarck.

Harper, Henry Howard

Merely the patient. 95p. D c. N. Y., Minton, Balch \$1

A patient's good-humored account of his semi-tragic experiences at the Mayo Clinic.

Harries, John

G. Campbell Morgan; the man and his ministry. 252p. il. O [c.'30] N. Y., Revell \$2.50

The biography of a popular English preacher whose books and work are known in America as well.

Haste, Gwendolen

Young land. 75p. D (Songs of today ser.) c. N. Y., Coward-McCann bds. \$1

Poems of Montana.

Herrmann, Wilhelm

The communion of the Christian with God; described on the basis of Luther's statements; tr. by J. S. Sandys Stanyon; rev. and enl. by R. W. Stewart. 373p. (bibl. footnotes) D '30 N. Y., Putnam \$2.50

Hersey, Frank Wilson Cheney

Heroes of the battle road. 39p. il., map O c. Bost., Perry Walton

bds. \$1.50; pap., 75 c.
Describing the dramatic events that took place over three miles of the Battle Road in Lincoln, Mass., between Lexington and Concord on the the 18th and 19th of April in 1775.

Hogan, Inez

The white kitten and the blue plate [il. by the author]. no p. il. (col.) obl. S N. Y., Macmillan \$1

A whimsical story-picture-book.

Howard, A. E.

Little Miss Duck. 64p. il. (col.) S (Wee b'ks. for wee folks) '30 Phil., Altemus bds. 50 c.

Howe, Marie H. Jenney [Mrs. Frederic Clemson Howe]

George Sand; the search for love. 366p. (2p. bibl.) front. (por.) map O (Star b'ks) [c.'27] Garden City, N. Y., Garden City Pub. Co. \$1

Hugo, Victor Marie, Comte

Les travailleurs de la mer; ed. by James Herbert Wilson. 230p. front. (por.) S (Internat'l. modern lang. ser.) [c.'30] [Bost.] Ginn 72 c.

Humphrey, D.

Intermediate mechanics; dynamics. 393p. diagrs. O (Longmans' modern mathematical ser.) '30 N. Y., Longmans \$4.20

Girl's prayers (A); a pax book. 40p. il. (pt. col.) T [n. d.] [Milwaukee, Morehouse Pub. Co.] pap. 60 c.

Green, Howard J.

The melody man; based on the motion picture story. 98p. D [c.'30] N. Y., Jacobsen Pub. Co., 120 W. 20th St. apply

Hunt, Erling M.

American precedents in Australian federation. 286p. (op. bibl.) O (Studies in hist., economics and public law, no. 326) c. N. Y., Columbia Univ. Press \$4.50

Irving, Washington

The bold dragoon; and other ghostly tales; ed. by Anne Carroll Moore; il. by James Daugherty. 253p. il. (col. front.) O c. [N. Y.] Knopf \$3.50

Five of Irving's best mystery stories arranged for older boys and girls and adults.

Jastrow, Joseph

Keeping mentally fit; a guide to everyday psychology. 315p. O (Star b'ks) [c.'28] Garden City, N. Y., Garden City Pub. Co. \$1

Jenssen, Baroness Carla

I spy; the true story of a woman secret service agent. 282p. D c. N. Y., Dodd, Mead \$3

The story of a woman whose desire for excitement drew her into the Secret Service and adventures on many continents.

Johnston, Myrtle

Relentless. 337p. D c. N. Y., Appleton \$2.50

Oscar Beranger takes his family to live with a wild tribe in Siberia, where their life makes their final return to England a tragedy.

Judy, William Lewis

Principles of dog breeding. 118p. il., diagrs. O c. Chic., Judy Pub. Co. \$2

Kaye-Smith, Sheila [Mrs. Theodore Penrose Frye]

Shepherds in sackcloth. 379p. D c. N. Y., Harper \$2.50

Youth and age and the changing times are portrayed in this story of a little English village guarded by its devoted rector.

Keane, C. P.

Keane's manual of investment trusts; 1930 ed. 2246p. O 30 Bost., Financial Pub. Co., 9 Newbury St. \$25

Kernahan, Arthur Earl, D. D.

The directed survey and visitation evangelism. 124p. il., diagrs. D [c.'30] N. Y., Revell \$1.50

A manual for workers in visitation evangelistic campaigns by an expert in this field.

Keverne, Richard, pseud. [Clifford James Wheeler Hoskin]

The Man in the Red Hat. 313p. D (Harper sealed mystery) c. N. Y., Harper \$2

A young London bachelor is unwillingly involved in a tangle of extortion and threatened murder.

Lawrence, David Herbert [Lawrence H. Davison, pseud]

The lost girl. 378p. D (Bonib'ks., 5) '30, c.'21 N. Y., Boni pap. 50 c.

Lenz, Sidney S.

Lenz on bridge. 378p. diagrs. O (Star b'ks) [c.'26] Garden City, N. Y., Garden City Pub. Co. \$1

Levinrew, Will, pseud. [William Levine]

Murder from the grave. 265p. D (Scarlet thread mystery) c. N. Y., McBride \$2

Professor Brierly is called upon to solve an astounding case—the simultaneously attempted murder of the scattered members of Borger family. The first of the Scarlet Thread Mysteries.

Lewisohn, Ludwig

Israel. 279p. D (Bonib'ks., 3) '30, c.'25 N. Y., Boni pap. 50 c.

Lineberger, Lawrence Otto

Cardinal characters of the New Testament. 233p. front. D '30 Phil., Dorrance \$2

Luccock, Halford Edward

Jesus and the American mind. 224p. (4p. bibl. notes) D [c.'30] N. Y., Abingdon \$2

Addresses on the characteristics of modern America and their relation to Christianity, by a professor of homiletics in Yale Divinity School.

Lynde, Francis

Waters of strife. 323p. D '30, c.'29, '30 N. Y., Scribner \$2

A young engineer sent out west to construct an important irrigation project finds difficulties in his way.

Macbeath, John

The great unities. 110p. D [c.'30] N. Y., Revell \$1.25

The future of a unified Christian Church.

McCloud, David

The wives of men. 318p. D c. N. Y., Longmans \$2

In an atmosphere of repression and brutality and the haunting presence of her husband's Vrooman ancestors, Gail struggles desperately to keep her own soul and to preserve the love of her husband and child.

Mackinnon, Murdock

The chorus of life [sermons]. 267p. D '30 Nashville, Tenn., Cokesbury Press \$2

Marienhoff, Anatol

Cynics; a novel; tr. by Valdemar D. Bell and Louis Coleman. 237p. D c. N. Y., Boni \$2.50

A Russian traces the growth of the disillusioned sophistication which followed the war through the lives of two members of the Moscow intelligentsia.

Jansen, William, and Allen, Nellie Burnham

How people live [for use in New York City]. 229p. il. maps O (Jansen & Allen geographies) [c.'30] Bost., Ginn \$1

Joerg, Wolfgang Louis Gottfried, ed.

The work of the Byrd Antarctic Expedition, 1928-1930. 71p. il. maps O '30 N. Y., Amer. Geographical Soc. apply

Karkland, Jack, and Gangelen, Paul

Wall Street; based on the motion picture story. 98p. D [c.'30] N. Y., Jacobsen Pub. Co., 120 W. 20th St. apply

Keane, Thomas J., comp.

What sea scouts do. 34p. il. diagr. D (Service lib.

no. 3190) c.'30 N. Y., Boy Scouts of Amer. apply

Kelley, M. A. R.

Ventilation of farm barns. 74p. (3p. bibl.) il. diagrs. O (U. S. Dep't of Agri., technical bull. no. 187) '30 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 25 c.

Lee, Beatrice T.

Jack and the beanstalk; a puppet play for children in four acts. 16p. D (Junior League puppet plays) [c.'30] N. Y., S. French pap. 50 c.

Lord, Phillips H.

Seth Parker's Sunday evening meeting; an entertainment in one act. 39p. front. O c.'30 N. Y., S. French pap. 35 c.

Martin, John, pseud. [Morgan Shepard]

John Martin's big book, for young people,
no. 14. no p. il. (pt. col.) 2 [c.'30] [N. Y.],
Dodd, Mead \$2.50

A compilation of stories, poems and games.

Mathiews, Franklin K., ed.

The Boy Scouts year book. 221p. il. O
[c.'21-'30] N. Y., Appleton \$2.50

Humor is the keynote of this year's collection of
stories and articles published for the Boy Scouts
of America.

Maude, Aylmer

The life of Tolstoy; later years. 594p. il.
D (Centenary ed. of Tolstoy; v. 2) '30 N. Y.,
Oxford \$66, set

Mayer, Charles

Trapping wild animals in Malay jungles.
207p. il. O (Star b'ks) [c.'20,'21] Garden
City, N. Y., Garden City Pub. Co. \$1

Metzger, Berta

Tales told in Hawaii. 128p. il. O [c.'30]
N. Y., Stokes \$1.25

Hawaiian folk tales retold for American children.

Michelson, Fritjoff and Byrne, Leon

Ocean parade; being a tale of hurricanes
and some women, good and bad. 285p. O c.
N. Y., McBride \$3

Two American newspaper men, who gave up their
jobs to ship as seamen on a freighter bound for
the Orient, report their adventures at sea and on
land.

Miller, Alice Duer [Mrs. Henry Wise Miller]

Green isle; a novel. 299p. D '30, c.'29, '30
N. Y., Dodd, Mead \$2

The story of Linda Fenwick, who tried to make
the best of an unfortunate marriage.

Milton, John

Milton's complete poems; printed together
with new translations into English of his
Italian, Latin, and Greek poems; ed. by
Frank Allen Patterson. 489p. O c. N. Y.,
F. S. Crofts \$2.50

The student's Milton; ed. by Frank Allen
Patterson. 1140p. O c. N. Y., F. S. Crofts \$5
"Being the complete poems of John Milton, with
the greater part of his prose works, now printed in
one volume, together with new translations into
English of his Italian, Latin, and Greek poems."

Moley, Raymond

Our criminal courts. 294p. (bibl. footnotes)
O c. N. Y., Minton, Balch \$3.50

About the court proceedings involved in criminal
cases, a criticism of present methods of trial and
sentencing in the light of modern knowledge about
crimes and their remedies.

Morgan, Angela

Angela Morgan's recitals. 324p. front.
(por.) D [c.'30] Phil., Penn. \$2.50

A collection of the author's poetry, which she uses
in her platform recitals.

Morgan, George Campbell, D. D.

Categorical imperatives of the Christian
faith. 119p. D [c.'30] N. Y., Revell \$1.25
A discussion of those matters in the Christian
faith which are assured and authoritative.

Morris, E. G.

One hundred thousand years of art. 293p.
il. D [c.'30] Bost., Stratford \$3

A history of art in which the author applies one
set of basic principles to all art and urges lives of
harmony built against a background of common sense.

Morrison, Lucile

The Blue Bandits. 318p. il. (col. front.) D
c. N. Y., Stokes \$1.75

The adventures of a group of children during one
summer in the California town where they live.

Mowbray, Albert H.

Insurance; its theories and practice in the
United States. 639p. D (McGraw-Hill in-
surance ser.) '30 N. Y., McGraw-Hill \$4

Moxley, F. Wright

Red snow. 409p. D (Inner Sanctum novels)
c. N. Y., Simon & Schuster pap. \$1

A novel picturing the world, in which fertility has
ceased, and the horrors that ensue down to the time
when only one man is left alive.

Mukerji, Dhan Gopal

Rama, the hero of India. 232p. il. O
[c.'30] N. Y., Dutton \$2.50

Valmiki's "Ramayana" done into a short English
version for boys and girls.

Murray, Gilbert, and others

Oxford book of Greek verse. 607p. S '30
N. Y., Oxford \$3.75

Naether, Carl Albert and Richardson, George Francis

A course in English for engineers; v. 2,
The engineer's professional and business
writing. 500p. il. O (Engineering ser.)
[c.'30] Bost., Ginn \$3

Nevill, William

The castell of pleasure; ed. by Roberta A.
Cornelius. 132p. (Early Eng. Text Soc.;
original ser. no. 179) '30 N. Y., Oxford \$5

Newman, Frances

The hard-boiled virgin. 285p. D (Boni-
b'ks, 7) '30, c.'26 N. Y., Boni pap. 50 c.

Nolan, James Bennett

A tale of Reading Town: an episode from
the plot against Washington. 244p. D c.
N. Y., Boni \$2.50

An historical novel based on the intrigue to re-
place Washington as Commander-in-Chief, which was
exposed in Reading, Pa. at the most critical point of
the Revolution.

O'Brien, Frederick

Mysteries of the South Seas. 545p. il. O
(Star b'ks) [c.'21] Garden City, N. Y., Gar-
den City Pub. Co. \$1

McNair, James B.

Spices and condiments. 64p. il. map O (Botany
leaflet 15) c. Chic., Field Mus. pap. 25 c.

**Malmin, Mrs. Dorothy, and Malmin, Gunnar Johan-
nes, comps.**

Songs and anthems for children's voices. 51p. Q
[c.'30] Minneapolis, Augsburg Pub. House apply

Marti, D. B.

English in use; grammar outlines and correct
usage drills. 128p. Q c. Lincoln, Neb., Univ. Pub.
Co. pap. apply

Mustard, Harry S., M.D.

Cross-sections of rural health progress; report of
the Commonwealth Fund child health demonstration
in Rutherford County, Tennessee, 1924-1928. 243p.
diags. O c. N. Y., Commonwealth Fund \$1

Pays, Marcel

While the river flows; a comedy in one act; tr.
by Babette and Glenn Hughes. 20p. D (Appleton
short plays, no. 26) c. N. Y., Appleton pap. 50 c.

O'Connor, Norreys Jephson

There was magic in those days. 62p. (bibl.) il. (col.) O [n. d.] N. Y., Stokes \$2
An ancient Celtic fairy tale retold for modern children.

Olson, Kenneth E.

Typography and mechanics of the newspaper. 458p. (bibl. footnotes) il., diagrs. O c. N. Y., Appleton \$5

A textbook for students and a handbook for newspaper and advertising men by a professor of journalism in the University of Minnesota.

Paul, Elliot Harold

The governor of Massachusetts. 330p. D [c. '30] N. Y., Liveright \$2

A Massachusetts manufacturer tells, in this novel, his own story of his chance entry into politics, his rise to governor of the state and his bitter fight against corruption.

Peet, Harriet E. and Clapp, Frank Leslie

Number games and stories. 187p. il. (pt. col.) D [c. '30] Bost., Houghton 76 c.
An introduction to arithmetic.

Phelps, Christina

The Anglo-American peace movement in the mid-nineteenth century. 230p. (10p. bibl.) diagr. O (Studies in hist., economics, and public law, no. 330) c. N. Y., Columbia Univ. Press \$3.50

The peace crusade between 1835 and 1854, which foreshadowed the work of modern internationalists.

Piaget, Jean

The child's conception of physical causality [tr. by Marjorie Gabain]. 317p. (bibl. footnotes) diagrs. O (Internat'l lib. of psych., phil., and scientific method) '30 N. Y., Harcourt \$4

An account of an investigation with children of the way they account for the physical phenomena around them.

Post, Louis Freeland

The prophet of San Francisco; personal memories and interpretations of Henry George. 351p. (bibl. footnotes) front. (por.) O [c. '30] N. Y., Vanguard \$3

An intimate picture of the political economist, founder of the Single Tax movement, and author of "Progress and Poverty," by a late Assistant Secretary of Labor.

Potter, Charles Francis

The story of religion; as told in the lives of its leaders; with special reference to atavisms, common elements and parallel customs in the religions of the world. 647p. (3p. bibl.) il. O (Star b'ks) [c. '29] Garden City, N. Y., Garden City Pub. Co. \$1

Powers, Harry Huntington

Venice and its art. 393p. il. D c. N. Y., Macmillan \$5

An interpretation of the art of Venice through her history.

Phelps, Pauline

The blue ribbon hat; a play in one act. 25p. diagr. D (French's internat'l copyrighted ed., no. 681) c. '30 N. Y., S. French pap. 30 c.

Reilly, William J.

Methods for the study of retail relationships. 50p. (bibl. footnotes) diagrs. O (Univ. of Tex. bull. no. 2944) [c. '30] Austin, Tex., Univ. of Tex. pap. \$1

Ramos, Carrión, Miguel: Aza, Vital

Two Spanish plays; *El chaleco blanco*; *El sueño dorado*; ed. by Juan Cano and Emilio Goggio. 187p. S [c. '30] N. Y., Holt 96 c.

Reed, Ruth Miller

Fragments. 68p. D (Contemporary poets, 89) '30 Phil., Dorrance \$1.75

Reigner, Charles Gottshall

Secretarial training; rev. ed. 393p. il. D [c. '20-'30] Balt., H. M. Rowe Co. \$1.60

Writing letters. 173p. il. O [c. '30] Balt., H. M. Rowe Co. \$1.30

Reilly, Joseph John, ed.

Masters of nineteenth century prose; a book of readings. 828p. (bibls.) O [c. '30] [Bost.], Ginn \$4

Selections from the great English essayists and reviewers.

Remarque, Erich Maria

All quiet on the Western Front; tr. by A. W. Wheen. 299p. D (Popular copyrights) [c. '28, '29] N. Y., Grosset 75 c.

The unexpurgated edition, printed from the English text for the first time in this country.

Rice, D. Talbot

Byzantine glazed pottery. 132p. (bibl.) il. (pt. col.) O '30 N. Y., Oxford \$15

Richter, Gisela Marie Augusta

The sculpture and sculptors of the Greeks. 647p. (10p. bibl.) il., map O '30, c. '29, '30 New Haven, Conn., Yale \$12

An interpretive history including 273 pages of plates. It was previously published in a limited edition.

Rignano, Eugenio

The nature of life [tr. by N. Mallinson]. 178p. (bibl. footnotes) O (Internat'l lib. of psych., phil. and scientific method) '30 N. Y., Harcourt \$2.75

A new conception of vital phenomena by a professor of philosophy in the University of Milan.

Rockefeller, John Davison, jr.

The personal relation in industry. 149p. D (Bonib'ks., 6) '30, c. '23 N. Y., Boni pap. 50 c.

Röheim, Géza

Animism, magic, and the divine king. 408p. (bibl. footnotes) O '30 N. Y., Knopf \$5

A study of primitive magic and religions.

Rolland, Romain

Michelangelo; tr. by Frederick Street. 189p. (3 p. bibl.) D (Bonib'ks., 4) '30, c. '15 N. Y., Boni pap. 50 c.

Ross, Blake

The golden crucible; an introduction to the history of American California: 1850-1905 [lim. ed.] 122p. (bibl.) O c. San Francisco, Paul Elder & Co., 239 Post St. bds., \$2.50; \$5
The prize essay in an historical essay contest.

Reitell, Charles, and Van Sickle, Clarence

Cost finding for engineers. 518p. O '30 N. Y., McGraw-Hill \$5

Richardson, Henry Brush

An etymological vocabulary to the *Libro de buen amor* of Juan Ruiz, arcipreste de Hita. 260p. (5p. bibl.) O (Yale romanian studies, II) c. New Haven, Conn., Yale \$1

Rubio, David, ed.

Spanish fables. 138p. D '30 N. Y., Prentice-Hall \$1

Russell, Bertrand Arthur William.

Why men fight; a method of abolishing the international duel. 272p. D (Bonib'ks., 32) '30, c. '16 N. Y., Boni pap. 50 c.

Rutledge, Archibald Hamilton

Bolio, and other dogs. 248p. D c. N. Y., Stokes \$2

Thirteen stories about dogs.

Saint-Germain, Comte C. de, pseud. [Edgar de Valcourt-Vermont]

The study of palmistry. 416p. il. Q [c. '97-'30] N. Y., Laidlaw Bros. \$3.50

Schinagel, Géza, M. D.

Possibilities. 125p. c. Bost., Meador Pub. Co. \$2

An optimistic picture of a future world ruled by science.

Sedgwick, Shan

Wind without rain. 396p. D c. N. Y., Scribner \$2

A novel about a Wall Street broker—his office life, and his life at home in the exclusive Albemarle Park section.

Seeley, Eva Brunell, and Lane, Martha Allen Luther [Mrs. Charles A. Lane]

Chinook and his family. 326p. (bibl.) il. D [c. '30] [Bost.], Ginn 92c

True stories for children about Chinook the famous sled dog who accompanied the Byrd Expedition to the Antarctic, and other sled dogs of his family.

Setubal, Paulo

Domitila; the romance of an emperor's mistress; tr. by Margaret Richardson. 335p. (bibl. notes) D c. N. Y., Coward-McCann \$2

A novel of court life in early 19th century Rio de Janeiro, which is historically correct.

Sherrard, O. A.

A life of John Wilkes. 319p. (2p. bibl.) il. (pors.) O ['30] N. Y., Dodd, Mead \$4

A biography of England's "father of modern democracy" who fought for popular liberties in the eighteenth century.

Smyth, John Paterson

Marriage and romance; with other studies. 160p. D [c. '30] N. Y., Revell \$1.50

Studies of marriage and romance and other problems of daily life.

Southwold, Stephen, ed.

The children's play-hour book; 4th hour. 191p. il. (pt. col.) diags. O '30 N. Y., Longmans bds. \$2

Poems stories, puzzles and games for children.

[Russell, George Herbert, ed.]

Intercession services for congregational use in public worship. 73p. T [c. '30] Bost., Pilgrim Press apply

Standley, Paul C.

Studies of American plants. 73p. O (Botanical ser., v. 8, no. 1, pub'n 277) '30 Chic., Field Mus. pap. apply

Steele, Wilbur Daniel

Undertow; based on the motion picture story. 98p. D [c. '30] N. Y., Jacobsen Pub. Co., 120 W. 20th St. apply

Van Leeuwen, E. R., and Metzger, F. W.

Traps for the Japanese beetle. 16p. il. diagr. O

Spengler, Edwin H.

Land values in New York in relation to transit facilities. 179p. (4p. bibl.) maps, diags. O c. N. Y., Columbia Univ. Press \$3

Stone, H. R.

Air cargo of gold. 224p. front. (col.) D (Slim Tyler's air stories) '30 N. Y., Cupples & Leon 50 c.

Lost over Greenland. 224p. front. D (Slim Tyler's air stories) '30 N. Y., Cupples & Leon 50 c.

Sky riders of the Atlantic. 224p. front. (col.) D (Slim Tyler's air stories) '30 N. Y., Cupples & Leon 50 c.

Stout, George Frederick

Studies in philosophy and psychology. 421p. (bibl. footnotes) O '30 [N. Y.], Macmillan \$4.50

Essays by a well-known English philosopher and psychologist.

Stout, Rex

Seed on the wind. 310p. D c. N. Y., Vanguard \$2

The story of Lora Winters, who has had many lovers but only one beloved.

Strang, David

The printing of etchings and engravings; introd. by Martin Hardie. 228p. il., diags. O '30 N. Y., Dodd, Mead \$4

A detailed account of all the processes involved in printing from etched plates.

Streeter, Daniel Willard

Denatured Africa. 347p. il., map O (Star b'ks) [c. '26] Garden City, N. Y., Garden City Pub. Co. \$1

Svevo, Italo, pseud. [Ettore Schmitz]

Confessions of Zeno; tr. by Beryl De Zoete. 406p. O '30, c. '23, '30 N. Y., Knopf \$3

A modern Italian novel, in which Zeno, indecisive and introspective to an abnormal degree, writes an account of his eccentric and entertaining life, for a psychoanalyst.

Takekoshi, Yosoburo

The economic aspects of the history of the civilization of Japan; 3 v. various p. O '30 N. Y., Macmillan \$16.50

A detailed economic history of Japan.

Titus, Murray T.

Indian Islam; a religious history of Islam in India. 308p. Q '30 N. Y., Oxford \$4.50

Tolstoi, Leo Nikolaievich

Childhood, boyhood and youth; tr. by Louis and Aylmer Maude. 412p. T (World's classics, no. 352) '30 N. Y., Oxford 80 c.

(U. S. Dep't of Agri., circ. no. 130) '30 Wash., D. C., [Gov't Pr. Off.; Sup't of Doc.] pap. 5 c.

Wallace, Dudley B.

Punjab, and other pieces. 15p. O [c. '30] [N. Y., Associated Pub. Co., 11 W. 42nd St.] apply

Wills, Anthony E.

The lost trail; a play of western military life in four acts and five scenes. 121p. diags. D (French's internat'l copyrighted ed. no. 676) c. '07, '30 N. Y., S. French pap. 30 c.

Taking chances; a comedy in three acts. 104p. diagr. D (French's internat'l copyrighted ed., no. 678) c. '06, '30 N. Y., S. French pap. 30 c.

Train, Arthur Cheney

The adventures of Ephraim Tutt, attorney and counsellor-at-law. 765p. D '30, c. '19-'30 N. Y., Scribner \$2.50

Including the best of the Mr. Tutt stories in one volume, and two new ones that have never appeared in book form.

Tyndall, Charles Herbert

Nature and religion; a handbook of religious education. 275p. D [c.'30] N. Y., Revell \$2

Scientific facts on such topics as the sea, stones, telepathy, the stars, and their spiritual significance.

Van Dore, Wade

Far Lake. 47p. D (Songs of today ser.) c. N. Y., Coward-McCann bds. \$1
Poems of the northern woods.

Vernadskĭe, Georgĭe Vladimĭrovich

A history of Russia; preface by Michael Ivanovich Rostovtzeff; rev. ed. 432p. (28p. bibl.) map O '30, c. '29, '30 New Haven, Conn., Yale \$4

Wagner, Donald O.

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Whetham, William Cecil Dampier

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 Why men fight. Russell, B. 50 c. *Boni*
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Old and Rare Books

Frederick M. Hopkins

WHAT will a fine set of the seven parts of the first edition of Washington Irving's "Sketch Book" be worth? This was a topic of discussion among a group of rare book dealers a few days ago. Estimates ranged from \$2,500 to \$5,000. There are very few records on which to base a judgment, and these were not fine copies. Fine sets must be excessively rare. "The Sketch Book" holds a unique place in American literature, and collectors certainly would pay a high price for the seven parts in just the right condition. We do not remember a set being offered for sale for a long time, and booksellers that we have asked about them do not remember the offering of any set either. One bookseller remarked, "I have advertised for the seven parts time and time again and have never received a quotation."

ALDOUS HUXLEY, La Gorguette, Sanary (Van), France, writes: "I shall be most grateful if you will give me publicity to the following communication, addressed to all those who may have any letters of the late D. H. Lawrence in their possession. The administrators of Mr. Lawrence's estate have asked me to collect his letters, and arrangements have been made for having them copied and filed. May I therefore ask all those of Lawrence's correspondents to whom I have not already written personally to send their letters to Mrs. Hilton, 44, Mecklenburgh-square, London, W.C.1, England. The originals will be copied and returned as soon as possible. If it should be decided to publish any of the letters (the copyright of which vests exclusively in the estate (correspondents will be informed which of their letters have been selected."

THE New England group of authors most in favor in the early nineties—Bryant, Emerson, Hawthorne, Holmes, Longfellow, Lowell, Thoreau and Whittier—still hold first place with many collectors. Emerson, Hawthorne, Longfellow, Thoreau and Whittier perhaps show the most vitality. Emerson in the last five years has received much attention from biographers and critics and undoubtedly this has interested many collectors. The Emerson collector is thorough going, generally wanting everything of Emerson in first editions and everything that has been written about him. Fine copies of the first editions of the first and second series of the "Essays" are in much demand at steadily advancing high prices. Hawthorne's "Fanshawe" has been cataloged as high as at \$5,000 during the past year, and "The Scarlet Letter" has appeared in several catalogs for \$1,000 and more. The reputation of Thoreau seems to have steadily grown since the nineties. Fine copies of "A Week on the Concord and Merrimack Rivers" and "Walden" are hard to get. The former is more rare but the latter in most demand. A very fine copy was recently sold by a New York bookseller for \$200 and when the remark was made that this was a high price another bookseller remarked that "that you may send me three copies for \$200, and I shall be glad to get them." Of Longfellow's first editions "Evangeline," "Hiawatha," and "The Courtship of Miles Standish" are in most demand. A fine copy of "Evangeline" is worth \$1,000, or more; "Hiawatha" is cataloged from \$175 to \$250; and "The Courtship of Miles Standish" brings from \$75 to \$100. The first edition of Whittier's "Snowbound," which ought not to be a rare book is in enough demand to make it a hard book to get in the right condition. It is frequently cataloged for \$200, and the price is bound to advance. The point that adds zest to the task of the collector is to get copies in just the right condition. The collector of today wants "fine" copies and is not interested in anything else. Fine copies are rarer than most collectors and dealers realize. A bookseller that specializes in American first editions recently said: "About one copy in five of 'Evangeline' is good enough to satisfy the average collector. The average of satisfactory

copies of 'The Scarlet Letter' is not much higher. Most of the first editions of these authors will not average better than one satisfactory copy out of three. The American collector of today although anxious to buy is willing to wait and pay a good price for fine copies. Just what will be done with the second, third and fifth rate copies is a problem. The bookbinder will soon be called in, but he will have to do his work with taste and skill to be successful."

THE concluding sale at Sotheby's in London for the season composed of many small consignments, comprising rare books and autograph letters and manuscripts, was held last week. The best prices were paid for the autographic material. A one-page letter from Robert Burns to his brother Gilbert Burns, written eleven days before his death, sold for £630. The autograph manuscript of stanzas VII and IX of Keats's "Isabella, or the Pot of Basil," two pages, with variations from the printed versions, fetched £640. A series of autograph manuscripts of Sir James M. Barrie included "Walker," London, 1892, 73 pp., 8vo, which brought £380; "A Tillyloss Scandal," 59 pp., £190; "Bad Form, or an Inconsiderate Waiter," 51 pp., £200; "Is it a Man?" 22 pp., £125; and "A School Revisited," £120. The autograph manuscript of George Gissing's "Veranilda, a Story of Roman and Goth," published posthumously in 1907, 114 pp., 4to, brought £370; a series of 72 autograph letters to his sisters Madge and Margaret, all dealing with his literary struggles, £320. A letter of 2½ pp., from Dickens to Laman Blanchard concerning "Barnaby Rudge" and referring to Mrs. Trollope, fetched £92.

AN unusually interesting literary letter written by Thackeray was sold by Puttick and Simpson, in London, in a sale during the last week in July. It was addressed to W. S. Williams, of Smith, Elder and Company, October 23, 1847, mainly about "Jane Eyre," and had the following reference to that work: "I wish you had not sent me 'Jane Eyre.' It interested me so much that I have lost a whole day in reading it, with the printers I know waiting for copy. Who the author can be I can't guess. . . . It is a fine book though. . . ."

It is a woman's writing, but whose? Give my respects and thanks to the author, whose novel is the first English one I have been able to read for many a day." This letter which ought to have been bought by a Brontë collector, fetched £430. An autograph letter written by Charlotte Brontë in regard to "Jane Eyre" a few weeks after it was published sold for £210.

A CHECK list of the books of "Ik Marvel," thirty-four items in all, compiled by Paul S. Seybolt, has been printed in a limited edition of 100 copies, privately printed by Mr. Seybolt, whose address is 17 Clewley Road, West Medford, Mass. Mr. Seybolt's first publication was a valedictory oration for the Senior Class of Yale which came into print in 1841. The last publication was "American Lands and Letters," volume two, which was issued in 1899.

The Chicago Book Mart, 206 North Clark Street, is issuing in a limited edition of 200 copies a bibliography of Eugene Field by Aaron Flacks. The book includes not only every limited and first edition of Field but several hitherto unpublished poems printed from original manuscript.

British Books on Display

THE British exhibition of Fifty Books for the current year is on display in the small exhibit room on the main floor at the New York Public Library and will remain there until August 27. This exhibit is brought to this country by the American Institute of Graphic Arts, which makes exchange exhibits with the First Edition Club of London, sponsors for the English selections. The American books have been in London this summer. These Fifty Books represent twenty-six different publishers and all types of bookmaking from the most elaborate de luxe editions to small 12mos of trade character. The English method of selection is by a point system. A more detailed review of the selection will appear in the *Bookmaking* number of the *Publishers' Weekly* on September 6th.

Rare Books Facsimile

A PROGRAM for making available many of the scarcest books in all branches of literature is being carried forward by the Facsimile Text Society,

whose officers include many scholars, librarians and bookmen. The Society will reproduce, by facsimile method, books of which only a few copies of the original are known to exist. These will be published at a moderate price in editions limited to about 1,000 copies. The President of the Council in charge is Professor Ashley H. Thorndike of Columbia. Other members include Dr. A. S. W. Rosenbach, H. M. Lydenberg of the New York Public Library, Lawrence C. Wroth of the John Carter Brown Library. The detailed work of the Society has been carried forward by Professor Frank A. Patterson of Columbia and is being financed by yearly subscriptions of \$5, for which subscription books for that amount will be sent. The prices will vary, but two have been issued at \$1.25 each.

One of the first books to be selected for this type of production is "Poems on Several Occasions by a Gentleman of Virginia from the edition of 1736," reproducing on its title-page the signature of George Washington. The Economic Division of the reprints begins with a copy of "Discourse on Trade From England to the East Indies" by T. M. from the copy in the Seligman Library at Columbia. All of these reprints being facsimiles, scholars and librarians will be sure of having books in the exact form of the original, the work being done by the National Process Company. The binding is blue boards with buckram back.

Of the different classes of books to be published there will be a series on literature and letters, one on history, one on philosophy, the history of science, economic, political and social science. The rapidity of production will depend chiefly on the funds available.

It is to be hoped that this may receive from scholars and libraries as strong and as prompt support as possible. Subscriptions should be sent to Professor Frank A. Patterson at Columbia University.

Catalogs Received

Old songs and dramas. (No. 275; Items 258.) Shepard Book Co., 408 South State St., Salt Lake City, Utah.

Rare and valuable books. (Nos. 67 and 58.) E. W. Johnson, 362 West 123rd St., New York City.

Southern Americana. (No. 5; Items 178.) Tyson's Book Shop, 319 Caesar Misch Building, Providence, R. I.

Scarce and valuable books, including Americana, Californiana, genealogy, piracy, etc. (No. 35, Items 1002.) The Holmes Book Co., 274 Fourteenth St., Oakland, Cal.

The Weekly Book Exchange

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In This Issue

	PAGE
IN DEFENSE OF US SPORTSPEOPLE <i>by Glenna Collett</i>	673
<i>The National Women's Golf Champion tells booksellers to sell more sports books, especially to sunburned customers who look as if they lived the outdoor life.</i>	
ENGLISH BOOKTRADE PROPOSES COOPERATIVE ADVERTISING	676
<i>A Committee of the National Book Council prepares a careful survey of opinion for and against cooperative advertising in England.</i>	
EDITORIALS	680
<i>Cooperative Advertising; Trade Survey Undertaken by the Publishing Industry.</i>	
JULY BEST SELLERS	682
YOUR SEPTEMBER WINDOWS <i>by Alfred E. Knight</i>	683
<i>A bookseller tells how to dress eight windows with a timely early fall appeal. This article is the second of a practical series on how to trim small windows in a small city.</i>	
IN THE BOOK MARKET	686
IN AND OUT OF THE CORNER OFFICE	688
PHILADELPHIA BOOKTRADE NEWS	689
HOW'S YOUR CREDIT <i>by Carl Claudy</i>	690
JULY BOOK PRODUCTION	691
OLD AND RARE BOOKS <i>by Frederick M. Hopkins</i>	705

Forthcoming Issues

✿ ✿ ✿ Mr. Duffus' book is still being discussed wherever the book business is discussed. A most stimulating article inspired by Mr. Duffus' book has been prepared for the *Weekly* by W. T. Couch, Assistant Director of the University of North Carolina Press. It is called "A Proposal to Educate Our Educators" and is based on the definite experience of a university press, trying to sell serious books. ✿ ✿ ✿

✿ ✿ ✿ The Special Children's Section will appear in next week's issue. This section will carry the fall index and articles on the new fall juveniles. ✿ ✿ ✿

✿ ✿ ✿ What does the business executive read? A librarian in a specialized business library has found from the records what

for him. The article prepared for the *Publishers' Weekly* from this data will appear in a September issue. ✿ ✿ ✿

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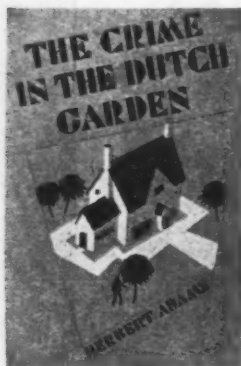
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